SEPTEMBER 19, 1955

35c PER COPY

# BROADCASTING TELECASTING

**B•T SPECIAL**

A 144-PAGE REPORT ON RADIO IN 1955

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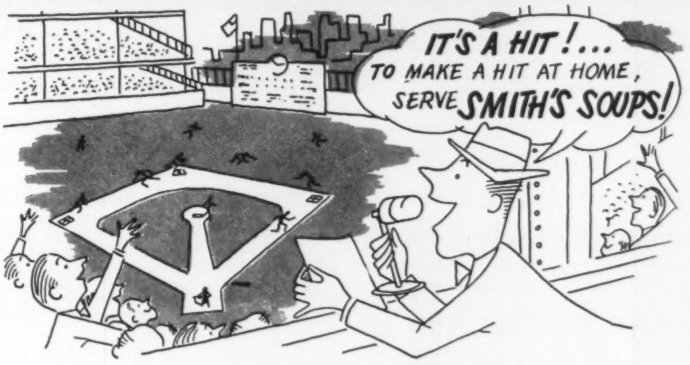

IT'S A HIT! . . .
TO MAKE A HIT AT HOME, SERVE SMITH'S SOUPS!

Radio Active Results

Radio is always "Johnny on-the-spot." No matter what happens . . . how it happens . . . when it happens . . . Radio is there—right at the moment it takes place—to give you the immediate results. Radio is "Johnny on-the-spot" to sell your products, too. If it matters when you sell . . . how you sell . . . where you sell . . . Spot Radio is right there—as you like it—to give your products immediate sales results. That's why Radio-Active results pay off in new customers for Spot Advertisers . . . "right on-the-spot."

SMITH'S SOUPS
SOUP

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| WSB | Atlanta | NBC | WISN | Milwaukee | CBS | KGO | San Francisco | ABC |
| WFAA* | Dallas<br>Ft. Worth | NBC<br>ABC | KSTP | Minneapolis<br>St. Paul | NBC | KMA | Shenandoah (Iowa) | ABC |
| KOA | Denver | NBC | WABC | New York | ABC | KTBS | Shreveport | NBC |
| WIKK | Erie | NBC | WTAR | Norfolk | CBS | KVOO | Tulsa | NBC |
| KPRC* | Houston | NBC | WIP | Philadelphia | MBS | ABC | Pacific Radio Regional Network | |
| WJIM | Lansing | NBC<br>ABC | WRNL | Richmond | ABC | | | |
| | | | KCRA | Sacramento | NBC | | | |
| KARK | Little Rock | NBC | WOAI* | San Antonio | NBC | | | |
| KABC | Los Angeles | ABC | KFMB | San Diego | CBS | | | |

*Also represented as key stations of the TEXAS QUALITY NETWORK

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • ATLANTA

# Machine Shops* are fine...

*We ought to know . . . in our three complete shops, we can build a new transmitter or fix the boss' swivel chair.

## But in Louisville . . .

# WHAS-TV Programming pays off!

**"MIDDAY ROUNDUP"**
12 Noon to 2:30 P. M.
Monday through Friday
*(Market's only daily service-entertainment show with News, Farm Weather, and Music.)*

# Are you participating?

**VICTOR A. SHOLIS,** *Director*
**NEIL CLINE,** *Station Mgr.*
**Represented Nationally by Harrington, Righter & Parsons,**
***Associated with The Courier-Journal & The Louisville Times***

316,000 WATTS
**WHAS-TV**
Channel 11
LOUISVILLE, KENTUCKY

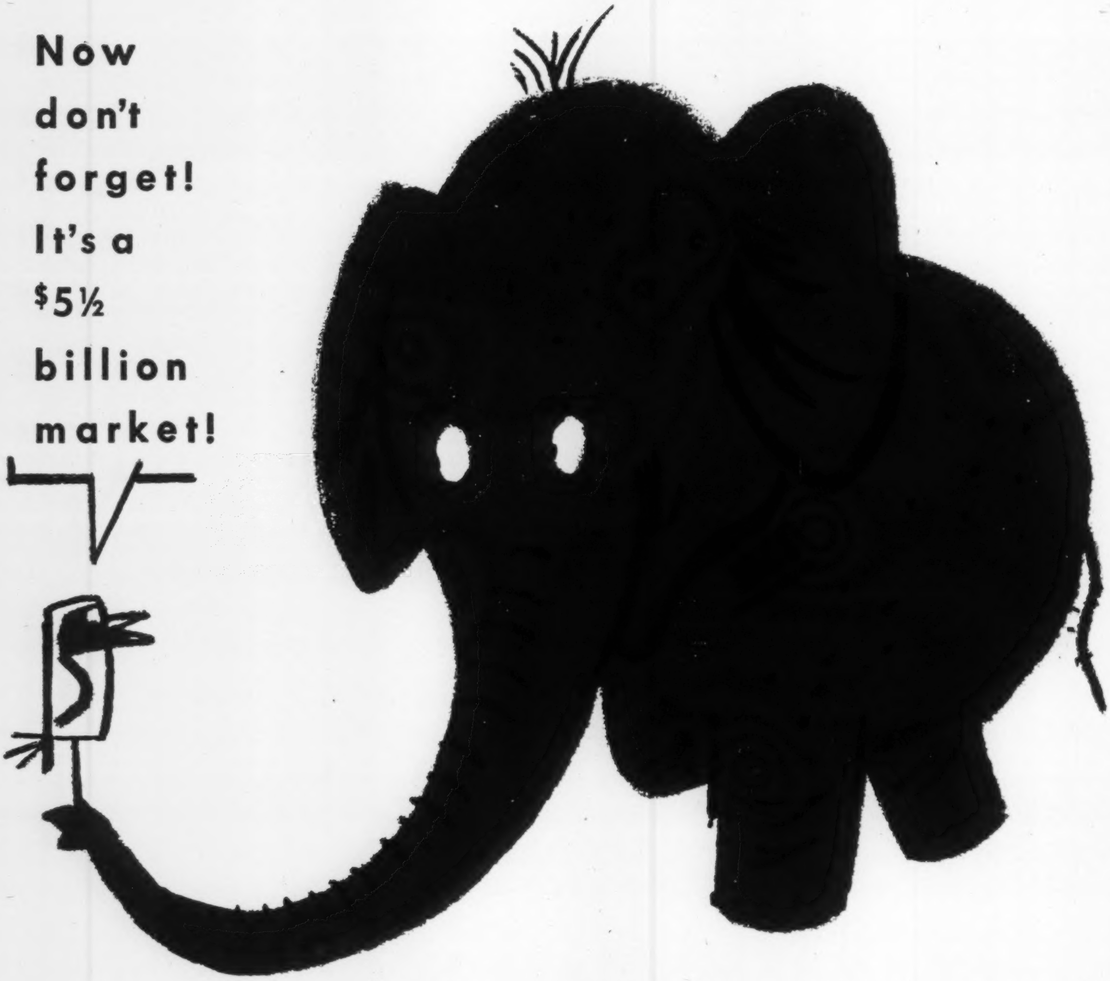
**BASIC CBS-TV Network**

***Your Sales Message Deserves***
***The Impact of Programming of Character***

!

"Now get this…"
WJIM-TV
Lansing
Covering more of Michigan than any other TV station!

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.


Now don't forget! It's a $5½ billion market!

# WGAL-TV LANCASTER, PA.

## NBC and CBS

**316,000 watts**

Worth remembering when you plan your advertising—WGAL-TV is the one station that reaches the rich, vast Channel 8 multi-city market—where 3½ million people, with 912,950 TV sets, have $5½ billion to spend annually. For sales results *you'll* not forget, advertise on WGAL-TV.

**Channel 8 Multi-City Market**

York
Hanover
Gettysburg
Chambersburg
Waynesboro
Frederick
Westminster
Harrisburg
Lebanon
Carlisle
Sunbury
Lewistown
Lock Haven
Hagerstown
Reading
Pottsville
Hazleton
Shamokin
Bloomsburg
Lewisburg
Martinsburg

*Representatives:* **MEEKER TV, INC.**
New York • Los Angeles • Chicago • San Francisco

STEINMAN STATION
Clair McCollough, *Pres.*

# closed circuit®

**ABC RADIO'S RADICAL PLAN** • Reprogramming of virtually entire nighttime schedule of ABC Radio (see story page 90) due for announcement this week by President Robert E. Kintner. New programming, described as radical departure from radio's past or present (including NBC's *Monitor*), will include five multisegmented across-the-board programs and will make ABC Radio "personal as a pillow," it's reported. Closely guarded new project is understood to be based on "personalized listening" concept developed by ABC research and is seen as evidence of ABC determination to continue to challenge CBS and NBC Radio. With new program format will come new sales plan.

B•T

*WHILE argument over NBC's* Monitor *rolls on, controversial program reportedly added another $206,000 in gross billings last week through signing of Chesebrough-Ponds (for Vaseline hair tonic) through McCann-Erickson for 12 one-minute announcements weekly starting Oct. 1 for 13 weeks. This, in addition to new sales to Philip Morris and RCA, also effective Oct. 1, which is end date of introductory dividend plan offered to get* Monitor *moving.*

B•T

**NEW MODEL DRIVES** • Continued maneuvers by automotive manufacturers for choice radio-tv spot availabilities are pointed up in three-pronged drive just approved by Chrysler Div. of Chrysler Corp. Company is launching major radio spot campaign in over 110 markets Oct. 18 and two days later will lay down sizable tv spot barrage, primarily in markets carrying Chrysler's *It's a Great Life* on NBC-TV, it's understood. Third phase: Supplemental radio-tv schedule (with co-op and factory money) in Chicago area, with target date this Wednesday and to run up to national drives. Agency, McCann-Erickson.

B•T

*BUICK Div., General Motors, through Kudner Agency, New York, is preparing gigantic radio and television campaign to introduce new model. In radio Buick will use one-minute and 20-second announcements on about 460 stations in 160 markets starting Oct. 31 and running through Nov. 5. In television Buick will be on* Color Spread *on NBC-TV Nov. 6 and underwrite participations on* Home *and* Today *also NBC-TV.*

B•T

**BACKFIRE** • While Revlon's power-packed telecasts are inducing heavy counter demands for Living Lipstick (see page 46), there's side effect that works against sponsor of *$64,000 Question*. At least one regional drug chain is irked at Revlon for plugging product they can't deliver. This chain has four separate unfilled orders ranging from 12 to 24 dozen of each of 20 more popular Revlon shades, is kept busy trying to placate unserved customers.

B•T

*IN WHAT would represent change of mind, CBS Radio may let advertisers buy into its "segmented sales" programs on less than full-network basis. Officials are understood to be in process of working out details, but decisions are not yet final.*

B•T

**CBS-STATION CO-OP** • CBS Radio affiliates will get co-op money from network for initial fall advertising campaign, it appeared late last week. It's expected they'll be notified shortly that, as they requested at annual meeting last week in Detroit (see story page 43), CBS Radio will assist in payment for newspaper ads which network proposed they run in kick-off promotion of fall-winter program line-up. Aid will be on basis similar to that granted last year and in 1950.

B•T

*IT'S now pretty obvious that pay tv has secondary priority at FCC and subject won't be coming up for some time (see story page 201), but when it does, first big question may be whether Commission has power to determine if subscription tv is broadcasting or not. Many feel Commission may use this question to duck controversial problems inherent in potential reorientation of American broadcasting, buck whole package over to Congress. Others, however, point out that FCC unequivocally declared last year in statement to Congressional committee that it has power to determine if toll tv is broadcasting in sense of Communications Act.*

B•T

**DISTURBED BY DEBUT** • All's not serene at F. W. Woolworth Co., over first radio network venture, judging by comments around CBS Radio affiliates meeting in Detroit last week. Lynn Baker Inc., Woolworth agency, has warned network that sponsor is unhappy over fact some stations carry Sunday afternoon *Woolworth Hour* delayed. Network officials asked affiliates to re-examine their handling of program.

B•T

*NBC-TV's pioneer daytime color venture,* Maintee Theatre, *which debuts Oct. 31 with 260 shows, amounts to survival school for actor-producer-director teams. Each full hour show will be on five-day schedule, hit air only 25 hours from first script reading. On show day, makeup is 4:30 a.m., dress rehearsal 5:30 a.m. Noon originations put show in East at 3 p.m. Teams now are preparing to produce 23 monochrome kinescopes as emergency backlog and as pacesetters.*

B•T

**NETWORK PROBES** • FCC staff was given explicit instructions last week at special meeting with chairman to begin preparation for network "study." First move, it is understood, is to unearth all documents, reports, and filings on previous network investigations and deliver analyses of them to Commission committee (McConnaughey, Hyde, Doerfer and Bartley). Meanwhile, choice of director of study still unsettled, but whispers indicate Comission is strongly seeking dean of unidentified law school.

B•T

*NOTWITHSTANDING national news magazine's prediction Senate Commerce Committee investigation of tv networks will be "put off indefinitely," committee spokesman indicated last week nothing has happened to change statement by Chairman Warren Magnuson (D-Wash.) that hearings will begin next Jan. 17 [B•T, Aug. 1]. Magazine cited resignation in August of majority counsel Sidney Davis, who has not been permanently replaced, and fact Sen. Magnuson is home politicking for re-election next year.*

B•T

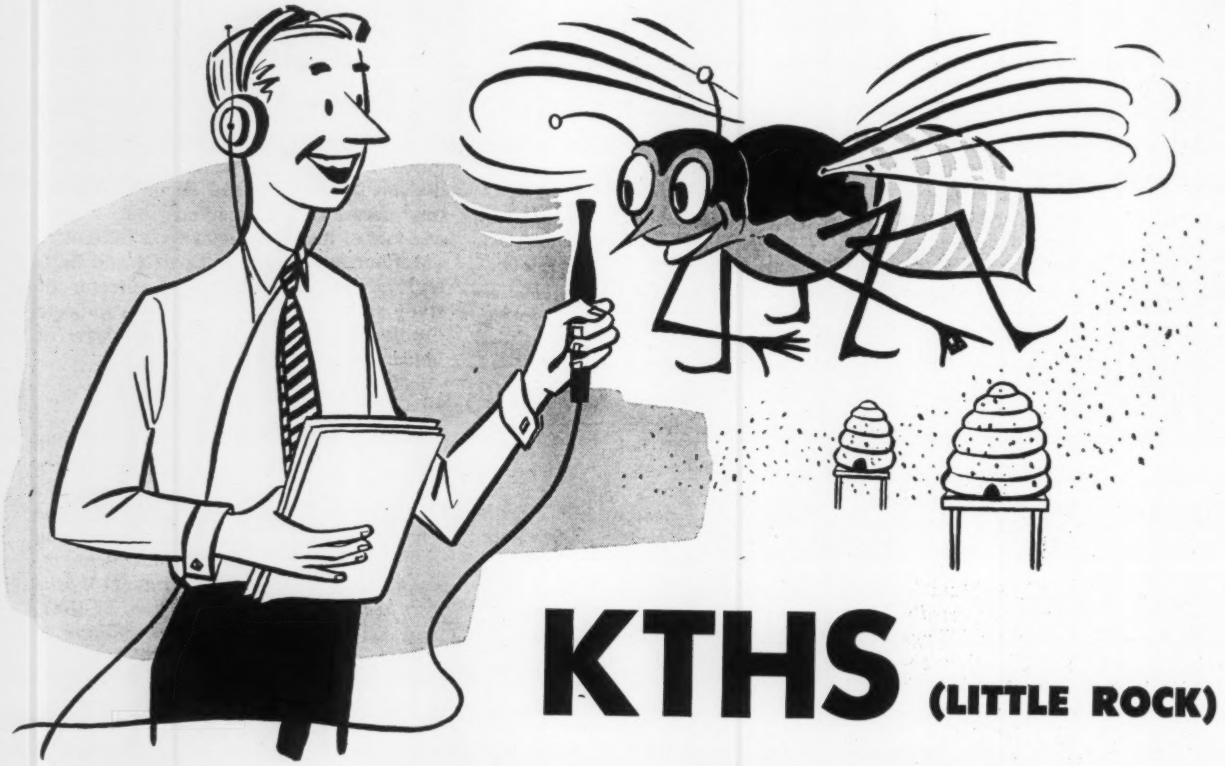
**LUXURY CLASS** • Sidelight to tremendous impact of television film packaging on west coast economy is new high standard of living enjoyed by non-actor film workers whose union wages of several hundred dollars weekly was geared to intermittent movie work. Property men, sound mixers, electricians in full-time tv work suddenly find themselves in $15,000 to $20,000 yearly bracket. Resulting gold rush fever is infecting office workers and junior executives, creating major management headache.

B•T

*THAT television film packaging is big business is evident in progress of Four Star Productions' first syndication venture. Program is* The Star and the Story. *In some 60 U. S. and eight Canadian markets, show in first year has grossed $1.35 million. Headed by Don Sharpe, Dick Powell, Charles Boyer and David Niven, company also films* Four Star Playhouse *on CBS-TV for Singer Sewing Machine and Bristol-Myers.*

B•T

**ANOTHER SPEED WAR?** • New 16 2/3 rpm phonograph turntable designed by CBS Columbia for 1956 Chrysler line (see page 210) offers poser for phonograph industry: Will CBS Columbia try to start new recording revolution by introducing super-slow speed just as it made history after World War II by launching 33 rpm discs? One Chrysler official at last week's unveiling of new auto series suggested motor firm is doing first promotion job for Columbia innovation.



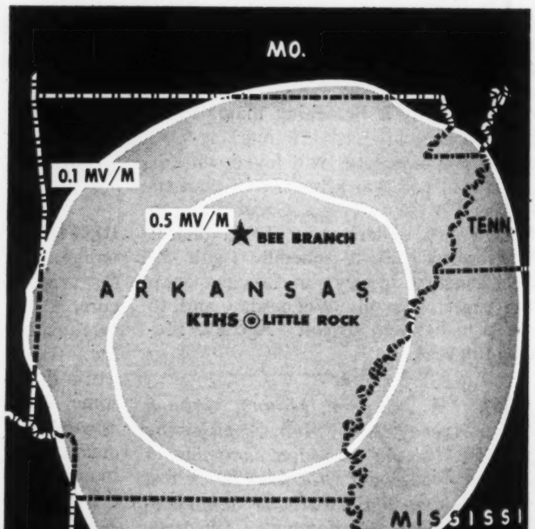
# KTHS (LITTLE ROCK)

# BUZZES INTO BEE BRANCH, TOO!

KTHS — Basic CBS in Little Rock — is the only 50,000-watt station in Arkansas. It is heard and *believed* by hundreds of thousands of people throughout the State.

*Bee Branch* (Ark.) for example, is part of our hive. True, it only has 141 souls, but there are hundreds and hundreds of other such communities — some larger, some smaller — which combine to give KTHS interference-free daytime coverage of over 3-1/3 MILLION people!

Your Branham man has all the BIG facts on KTHS. Ask him!



**The Station KTHS daytime primary (0.5MV/M) area has a population of 1,002,758 people, of whom over 100,000 do not receive primary daytime service from any other radio station . . . Our interference-free daytime coverage area has a population of 3,372,433.**

# KTHS

**50,000 Watts**
**CBS Radio**

**BROADCASTING FROM**
**LITTLE ROCK, ARKANSAS**

**Represented by The Branham Co.**
**Under Same Management as KWKH, Shreveport**
**Henry Clay, Executive Vice President**
**B. G. Robertson, General Manager**

# at deadline

## Radio Now Local Medium, Fellows Tells Mich. Group

RADIO has discovered "that all business, and for that matter all audience, is local," NARTB President Harold E. Fellows told Michigan Assn. of Radio-Tv Broadcasters Friday at Hidden Valley meeting (early story page 200). In five-year period, he said, medium has been converted from national to local or community medium, finding its source of greatest interest is represented "in the day-to-day flow of human events within the periphery of its listenable signal." Tv should observe this trend, he suggested.

This secret was discovered "by force of circumstance" rather than through any magic formula, he said. The transition caused by competition and progress "should not (nor will it) disturb those who really believe in the sound medium," he said.

Mr. Fellows said he subscribes to the theory that "the basic function of broadcasting . . . is informing. The secondary function is entertaining. This is a thesis stated in the face of the fact that the big money presently rides on 'entertainment'. This, however, is not the ultimate objective of broadcasting; and if you want to put this in a tube and bury it, and read it in 2000 A.D., I'll ride with my present bet."

The state association structure, now including 47 separate associations, has developed rapidly, he said, recalling that the entire republic "is based upon the concept of states rights and state activities balanced against federal organization." He added that this growth has encouraged membership in national association.

## Democrats Meet in Chicago

DEMOCRATIC party officials will meet with broadcast industry representatives at Conrad Hilton Hotel, Chicago today (Monday) to discuss problems of radio-tv coverage in connection with party's 1956 national convention in that city. Paul Butler, national committee chairman, and Hy Raskin, attorney and former deputy national chairman, will head party contingent. Discussions to take place in same hotel at same time as Republican executive committee (arrangements) convenes.

## Mutual Offers Football

MUTUAL announced Friday that its coverage of 31 major college and professional football games will be offered to stations for sale to local and regional advertisers as cooperative features. Network will carry entire schedule of U. of Miami team on Friday nights; *Game of Week* college schedule on Saturday afternoons, and 14 games of National Football League on Saturdays and Sundays.

## Gov. Harriman to Report

GOV. HARRIMAN of New York will make special reports to consituents over state lineups of NBC radio and tv stations. Initial *Report to the People,* set to be carried as public service monthly during remainder of 1955 and twice-monthly during sessions of State Legislature, starting in January, will be presented on nine-tv-station network and still undetermined number of radio stations on Sept. 25, 12:15-12:30 p.m. (EDT).

### COLOR USERS

AT LEAST seven advertisers have indicated they will use color spot commercials —of 10- and 20-second lengths—on WRCA-TV New York in adjacencies to their colorcasts on NBC-TV, according to Jay Heitin, sales manager of NBC's owned and operated station. Sponsors committed to color spots: Castro convertible sofas, through Newton Adv.; B. T. Babbitt Co., through Dancer-Fitzgerald-Sample; Ford Dealers Assn., through J. Walter Thompson Co.; Benrus watches, through Biow-Beirn-Toigo; Liggett & Myers (L&M cigarettes), through Cunningham & Walsh; Oldsmobile Div. of General Motors, through D. P. Brother Inc., and RCA through Kenyon & Eckhardt. Station had announced availability after Sept. 1 of color adjacencies.

## 1955 Radio Set Sales Close To 1954 Level; Tv Shows Gain

RETAIL SALES of radio sets (excluding auto receivers) in seven months of 1955 totaled 2,732,983 compared to 2,822,090 in same 1954 period, according to Radio-Electronics-Tv Mfrs. Assn. July retail radio sales were 303,965 units compared to 421,387 in June (five-week month) and 411,197 in same month year ago.

RETMA earlier reported 4,065,859 auto sets manufactured in first seven months of year.

Tv retail sales set new July and seven-month records, and ran 13% above seven-month 1954 period. July sales were 381,567 tv receivers compared to 430,347 in five-week June. Sales in July 1954 were 368,634 sets. Seven-month sales this year were 3,584,562 sets compared to 3,174,394 year ago.

## Copyright Pact in Force

NEW world copyright convention merging Pan American Copyright Union pact and Bern Convention went into effect Friday. Fifteen nations, including U. S., have signed. Another 30 expect to ratify within year. Under convention, authors may collect royalties on their reprinted works in foreign countries that heretofore have not guaranteed such payment. Protection given authors and other writers for minimum of 25 years either from time of first publication or from author's death.

### FUN TO WAKE UP

IT FIGURES! WRCA-TV New York, which has been trying to make people sleepy with its *Count Sheep* program, (Mon.-Fri., 1-1:05 a.m. EDT), starring Nancy Berg [B•T, Aug. 8], has decided to wake them up with *Eye Opener* (Mon.-Fri., 6:55-7 a.m. EDT), starting Oct. 31. New sign-on program will feature Martin Levin, humorist and critic, who will lampoon news developments and otherwise start off day brightly for early tuners-in, says WRCA-TV. Standard costumes for *Eye Opener* will be pajamas, night shirts and bath robes.

## • BUSINESS BRIEFLY

**GOLD MEDAL RADIO** • General Mills (Gold Medal flour) placing radio spot announcement campaign in 85 markets effective Sept. 21 for 16 weeks. Dancer-Fitzgerald-Sample, N. Y., is agency.

**PERTUSSIN IN 70** • Seeck & Kade (Pertussin), N. Y., buying radio spot announcement campaign in 70 markets, effective Oct. 17 for 26 weeks. McCann-Erickson, N. Y., is agency.

**CAMPBELL PLANS** • Campbell Soup Co., Camden, N. J., lining up radio announcement campaign embracing 15 spots per week for 26 weeks on about 35 stations, effective Oct. 3. BBDO, N. Y., is agency.

**DRACKETT SPOTS** • Drackett Co. (Drano, Windex), Cincinnati, preparing radio-television spot campaign in approximately 50 television markets and 75 radio markets, starting Oct. 3. Contracts expected to run for 39 weeks. Young & Rubicam, N. Y., is agency.

**AIRLINE AGENCY** • Northwest Orient Airlines named Campbell-Mithun, Minneapolis, to handle its advertising, effective Jan. 1. Cunningham & Walsh, N. Y., has been servicing account.

**CANDY BUYS CIRCUS** • Chuncky Chocolate Corp. to sponsor first half-hour of ABC-TV's *Super Circus* (Sun., 5-6 p.m. EDT) on alternate weeks, starting Sept. 25. Hilton & Riggio, N. Y., is agency.

**FALSTAFF SPORTS** • Falstaff Brewing Co., St. Louis, will sponsor one-half of each telecast of 11 Sunday afternoon home games of Chicago Bears and Chicago Cardinals professional football teams on ABC-TV starting Oct. 2. Agency is Dancer-Fitzgerald-Sample, N. Y. Other half of each game will be offered for local sponsorship.

**PET FOODS AGENCY** • Pet Foods division of Standard Brands, whose billing is approximately $1 million, names Ted Bates & Co. to handle its advertising, effective immediately.

## N. Y. AWRT Opens Season

FIRST fall dinner of New York Chapter of American Women in Radio & Television being held today (Mon.) at Warwick Hotel, New York, with cocktails at 6 p.m. Featured speaker is Loyd Ring Coleman, managing director, J. Walter Thompson Co.'s Sydney and Melbourne offices in Australia.

## 'Playhouse' Sold to British

SALE of 26 *The Playhouse* tv films to Associated Rediffusion, British program contractor, being announced today (Mon.) by George T. Shupert, president, ABC Film Syndication Inc. Other English and foreign sales, now under negotiation, to be announced shortly by ABC Film. Contract with Associated, first by ABC Film to be consummated in England, involves outright sale of negatives for tv broadcast in England and in all English speaking countries in Eastern Hemisphere. Option for remaining 26 half-hours in series held by Associated, which contracts for England's Monday-Friday commercial tv schedule.

usually, reward deserved; a mark or token of excelle
approbation. 2. Quality, state, or fact of deserving
ill; desert; as, each according to his merit. 3.
excellence. 4. That which is counted to one as a ca
reason of deserving well; a praiseworthy quality, act
seat. a Jewish Antiq. The gold plate resting on
rk on which the blood of sacrificial animals was
led. b Figuratively, the throne of God or of Christ.
mēr), n. [AS. mǣre, gemǣre.] A boundary.
s if it were declared to be "simply what it is and nothing more";
stronger, and suggests something that just escapes falling short
t it actually is.
(-mēr). [Gr. meros.] A combining form meaning
portion, as in arthromere.
y (mēr'lĭ), adv. 1. Obs. Purely; absolutely. 2.
otherwise than; simply; barely; only. — Syn.
tri'cious (mĕr'ē·trĭsh'ŭs), adj. [L. meretricius,
retrix, -icis, a prostitute, fr. merere to earn.] 1. Of,
ning to, characteristic of, or being, a prostitute
luring by false show; gaudily and deceitfully or
l; tawdry. — mer'e·tri'cious·ly, adv. — mer'e-
ous·ness, n.
mer'lin (mûr'lĭn), n. [OF.
lon.] A small European
co aesalon), resembli Ameri-
can pigeon hawk lumbarius) to the
name has be extended.
Mer'lin, [ML. Mer-
linus Myrddin.] In
medieval romance, a proph-
and magician of the 5th
century.
mer'lon (-lŏn), n. [F.,
fr. It. merlone, augm. of
Merlin. (1/3)
or festivity. 5. Archaic. Facetious; jocular. —
Blithe, lively, sprightly, gleeful, joyous. See JOCU
Ant. Sad, gloomy. — mer'ri·ly, adv. — mer'ri·nes
mer'ry-an'drew (-ăn'drōō), n. One whose busines
make sport for others; a buffoon; a clown; a zany.
one contract or interest, in another, or of a minor
e in a greater; with reference to corporations, the
g of the control of different corporations in a single
the issue of stock of the controlling corporation in
of a majority of the stock of the others, without dis-
ude.
'i·o·nal (-ō·năl; -n'l), adj. [F. méridional, fr. LL.
ionalis, fr. meridies midday, south. See MERIDIAN.]
‖mes'de·moi'selles', n., pl. of MADEMOISELLE.
me·seems' (mē·sēmz'), v. impers.; past ten
SEEMED' (-sēmd'). Chiefly Archaic. It seems to

# A Buy-Word for Smart Timebuyers:

**Mer'-e-dith**—The proper name for the four leading radio and television stations in four major markets . . . Kansas City, Syracuse, Phoenix and Omaha. A name meaning smart programming, selling know-how, well-planned merchandising, experienced talent and management . . . the factors which insure success for your campaign on a Meredith Station.

## MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

| KANSAS CITY | | SYRACUSE | | PHOENIX | | OMAHA | |
|---|---|---|---|---|---|---|---|
| KCMO | KCMO | WHEN | WHEN | KPHO | KPHO | WOW | WOW |
| RADIO<br>810 kc.<br>ABC | TV<br>Channel 5<br>CBS | RADIO<br>620 kc.<br>ABC | TV<br>Channel 8<br>CBS | RADIO<br>910 kc.<br>ABC | TV<br>Channel 5 | RADIO<br>590 kc.<br>CBS | TV<br>Channel 6<br>NBC |

Represented by KATZ AGENCY INC — JOHN BLAIR & CO — BLAIR TV INC

# at deadline

## Program Hours Increased As WOR-TV Billings Soar

COINCIDENT with announcement that gross billings at WOR-TV New York for first nine months of 1955 had increased 82% over corresponding period of 1954, Gordon Gray, general manager of WOR-AM-TV, disclosed plans for expanding tv station's hours on air by 47%.

Effective Wednesday, WOR-TV will present 130 hours of programming weekly, as compared with current output of 88¾ hours. Main additions include all-night live show from 1 a.m.-7 a.m. (EDT) and children's video block from 11 a.m.-12:30 p.m., both on Monday-through-Friday basis. WOR-TV has been starting at 1 p.m. and signing off at 1 a.m.

All-night program, *Night Time New York*, will be produced by Hank Leeds and will have variety-music-news format, featuring Milton Ford as m.c. with actress Jacqueline Susann, singer Tony Bavaar, pianist-composer Tony Burello and Bill Bromley, reporter. Children's block will consist each weekday of three half-hour cartoon-comedy shows designed to appeal to young children and housewives.

Increase in hours also will precipitate reshuffling of current WOR-TV programming and addition of new shows in nighttime schedule, according to Mr. Gray. Current 9-10 p.m. period devoted to feature film will be eliminated, he said, to be replaced by block of half-hour mystery shows on weekdays. New programs also will include Gene Autry and Roy Rogers films to be used weekdays, 6:30-7:30 p.m.

## Georgia Tv Station Opens

START of regular program operations by WCTV (TV) Thomasville, Ga. (Tallahassee, Fla.), announced Friday by owner John H. Phipps. Ch. 6 station, first local tv there, will be CBS affiliate and represented by Meeker Tv Inc. Mr. Phipps owns WTAL Tallahassee and WTYS Marianna, Fla.

## Screen Gems Names Agency

SCREEN GEMS, television subsidiary of Columbia Pictures Corp., names Lawrence Kane Agency, as advertising agency. Screen Gems has eight network and national programs in production. They are *Ford Theatre* and *Father Knows Best* on NBC-TV, *Rin-Tin-Tin* on ABC-TV, *Damon Runyon Theatre, Tales of the Texas Rangers* and *Captain Midnight* on CBS-TV; *Patti Page Show, Falstaff Celebrity Playhouse,* and *Jungle Jim.*

## Anheuser-Busch Retains D'Arcy Adv. as Its Agency

ANHEUSER-BUSCH (Budweiser beer), St. Louis, will retain D'Arcy Adv., St. Louis and New York, to handle its advertising [CLOSED CIRCUIT, Sept. 5], according to August A. Busch Jr., president of beer firm. Account spent $14 million for advertising and promotion last year.

Board committee recommended D'Arcy retention after study, stemming rumors afloat within past few weeks that D'Arcy would lose this as well as Coca-Cola Co. account. Latter firm has not yet made its decision and both Young & Rubicam and Kenyon & Eckhardt are known to be considered by soft drink company.

### TOUCHY TOPIC

FULL story of Ostreicher heiress death to be aired tonight (Monday) at 9:30 by KYW Philadelphia. Show being produced by KYW documentary unit under direction of Mark Olds, flanked by John Raleigh, news director, and Paul Taylor, reporter. Careful study of abortion problem from legal, medical and psychiatric viewpoints to be included, with prominent doctors, attorneys and social workers to give views. "KYW hopes to shed light on a problem that is universal and yet is talked about only in whispers," said Gordon Davis, program director.

## Chicago Ban Protested

ORDINANCE by crime investigating committee of Chicago City Council, barring live radio-tv, film cameras and tape recordings from public hearings, drew strong protests again from CBS o&o WBBM-AM-TV Friday. Incident arose when Hugh Hill, WBBM special events chief, and station's cameras were ejected from sessions preceding day when committee invoked ban again.

## Laurel, Miss., Tv Application

APPLICATION for Laurel, Miss., ch. 7 filed Friday by Laurel Tv Co., superseding previous application with some of same principals. New application owned by S. A. Rosenbaum (11.5% owner WTOK-AM-TV Meridian, Miss.); William S. Smylie (mayor of Meridian); Jack Rose, D. B. Marcus, and T. M. Gibbons (publisher *Laurel Leader-Call*). Messrs. Rosenbaum and Smylie own 25%; others 16.67%. Messrs. Marcus and Gibbons also 11.8% owners of WAML Laurel.

## DuMont Forms Subsidiary

ALLEN B. DUMONT Labs today (Mon.) is announcing formation of DuMont National Distributors Inc. to control distribution of tv receivers and other consumer products in markets where DuMont is not now represented by independent distributor. According to William H. Kelley, vice president and general manager, distribution to be handled direct to dealer by National where manufacturer cannot obtain strong independent distributor for that market. National, however, will not maintain distributorship once strong independent is contracted in any market.

### UPCOMING

**Sept. 18-24: National Radio & Television Week.**

**Sept. 23: New York State Assn. of Radio-Tv Broadcasters, Saranac Lake, N. Y.**

**Sept. 23-24: IRE Professional Group on Broadcasting Transmission Systems, Hamilton Hotel, Washington.**

***For other Upcomings see page 225***

## PEOPLE

**ROBERT B. HANNA Jr.**, manager, GE's Broadcasting Stations Dept. (WGY, WGFM [FM] and WRGB [TV] Schenectady), named temporary president-general manager of GE's wholly-owned printing affiliate, The Maqua Co., Schenectady.

**JAMES N. SITES**, manager of news service, Assn. of American Railroads, resigns to become associate editor of *Whaley Eaton Service*, Washington news letter.

**DON MANCHESTER**, formerly vice president, director and Chicago office manager of Campbell-Mithun, to Weiss & Geller, same city, as vice president and member of agency's management committee.

**GEORGE D. CRITTENTON** promoted from assistant sales manager to general sales manager for Lanolin Plus Inc. formerly Consolidated Cosmetics, Chicago.

**SAMUEL C. JOHNSON**, formerly assistant to President H. F. Johnson of S. C. Johnson & Son (wax products), Racine, Wis., appointed new products director and member of firm's management committee.

**JAN GILBERT**, timebuyer formerly with Bryan Houston Inc., New York, expected shortly to join Product Services Inc., also New York, in similar capacity. **EVAN G. MANN**, Bryan Houston Inc., to N. W. Ayer & Son, as member of traffic staff of radio-tv department in New York.

**VICTOR GHIDALIA**, for eight years with Warner Bros. publicity staff in New York, has joined Mutual's publicity department, replacing **BOB GREBE**, recently named trade news editor of ABC.

**THEODORE W. HERBERT**, formerly account executive on local and network sales, ABC, named account executive, sales division, MBS' New York office.

**SIGURD S. LARMON**, president, Young & Rubicam, selected in *Gentry* magazine list of 10 best-dressed men.

## No Reply From Godfrey

CHICAGO office of Civil Aeronautics reported Friday it had received no reply, oral or written, from CBS star Arthur Godfrey in connection with plane-crowding complaint filed by Ozark Airlines. CAA sent airmail-registered letter to Mr. Godfrey Wednesday, asking his version of incident. Harry Troxell, CAA safety agent, said it has not been established whether Mr. Godfrey or Frank Levine, his companion, was piloting craft. (Early story page 208).

## Springfield Delay Asked

WICS (TV) Springfield, Ill. (ch. 20), asked FCC Friday to stay issuance of final decision on ch. 2 that city in contest between Sangamon Valley Broadcasting Co. and WMAY Springfield pending determination of petition for deintermixture of Illinois capital city. Sangamon Valley holds initial decision for vhf channel.

## Carman Acquires KUTA

FRANK C. CARMAN has acquired full ownership of KUTA Salt Lake City by purchasing 62.5% stock owned by partners Grant Wrathall and E. O. Powers, it was announced Friday. Mr. Carman paid $150,000 for stock, subject to usual FCC approval. KUTA, operating with 5 kw on 570 kc, is affiliated with ABC. Transaction negotiated through Blackburn-Hamilton Co., station brokers.

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*Reg. U. S. Patent Office

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ens
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C. Miller
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ICE

GER; Sharleen
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ns Inc.

CASTING

# THE LOS ANGELES STORY

Like human fingerprints, no two television stations are alike. They reflect different management policies, different editorial opinions, different programming; in short—different personalities.

KTLA has established itself as a television station with a distinct personality as Los Angeles' Own . . . by virtue of its record as a television pioneer in Southern California . . . its complete independence in planning and programming . . . its progressiveness in public service . . . its uncanny knack of reflecting the tastes and desires of the greater Los Angeles market.

Because of these factors, KTLA has achieved unchallenged dominance in local 'Live' programming in the nation's second largest television market. Channel 5 comes closest, in this 7-station area, to filling the bill as the Voice of Los Angeles.

Consider this as a major PLUS factor in measuring what you get for your dollar in purchasing television time in this market. Want proof? KTLA tops all the network stations in average rating, noon to 6 P.M., Monday through Friday (August ARB)!

**KTLA** **CHANNEL 5**

5800 Sunset Boulevard Hollywood 28, California

REPRESENTED NATIONALLY BY PAUL H. RAYMER COMPANY

You mean a station in Omaha has a 52.6% average rating?

. . . and a Kansas City station has more than twice the audience of the second place station?

. . . and a New Orleans station captured the audience and changed a generation of listening habits in 2 years?

**mid-continent**

*President:* TODD STORZ

## KOWH
### OMAHA

Amazement, even amusement, is understandable. But the Hooper remains: 52.6%, more than half of the Omaha audience, belongs to KOWH. KOWH has enjoyed No. 1 ratings for 46 consecutive months, during which time average share of audience has been climbing steadily. Every quarter-hour belongs to KOWH. Latest Pulse and Trendex for Omaha and Council Bluffs rate KOWH first in every daytime period. Basis for these accomplishments: Mid-Continent programming, ideas, excitement. Where does KOWH go from here? One suggestion: To work for you. Call on H-R, or KOWH General Manager Virgil Sharpe.

## WHB
### KANSAS CITY

Many people are doing a double take at the K.C. radio picture. What they knew in June 1954 (when Mid-Continent took over) was one thing. What they know today, 14 months later, is something else again. WHB (44.9%) enjoys more than twice the average daytime Hooper of the second station (18.8%). What's more, it's unanimous—because Pulse places WHB first too. This drastic change in the K.C. radio picture has been an eye-opener to many local and national advertisers who have gone along with this leader and reaped the fruits. Want a sales harvest in Kansas City? Talk to John Blair or WHB General Manager George W. Armstrong.

## WTIX
### NEW ORLEANS

For somebody who hasn't kept up with New Orleans radio, it may come as a shock to learn that the station which was 11th among eleven stations in September, 1953, is now a leading station. It took just ten months for WTIX to move from last place to first place under Mid-Continent management. WTIX has been at or near the top ever since. Listening habits of a lifetime have been supplanted by the WTIX habit. Timebuying practices are undergoing comparable changes. How old is your story on New Orleans? That old? Call Adam J. Young, Jr., or WTIX General Manager Fred Berthelson.

Now in three major markets "Mid-Continent" has become the short way to say "station with the largest audience." Fast-growing Mid-Continent symbolizes the surge and the power of independent radio. The unique Mid-Continent Formula works for advertisers. Proof: Station business gets better all the time.

## BROADCASTING COMPANY

**KOWH**
**OMAHA**
*Represented by*
*H-R Reps, Inc.*

**WHB**
**KANSAS CITY**
*Represented by*
*John Blair & Co.*

**WTIX**
**NEW ORLEANS**
*Represented by*
*Adam J. Young, Jr.*

RE-CAPTURED FOR WFBC!

Bob "Madman" Poole "Comes Home" And Brings Vast Radio Following

1330
ON YOUR DIAL

WFBC . . . No. 1 Station in South Carolina's No. 1 Market has recaptured Greenville's No. 1 Radio Personality, Bob Poole, and his accomplice "Buck" Poole, for three each day (5:30-8:30 A.M., Mon.-Sat.) of POOLE'S PARTY LINE. Some say he's ridiculous, others say he's outrageous . . . but Bob Poole sells goods and services!

To learn what WFBC and Bob Poole can do for your product in the Greenville area, contact the Station or Avery-Knodel, our representatives. Ask us for rates and availabilities.

22 Years of Leadership in Greenville

NBC AFFILIATE

WFBC
5,000 WATTS · 19 HOURS DAILY
AFFILIATED WITH WFBC-TV
GREENVILLE, S. C.

Represented Nationally by Avery-Knodel

WFBC-TV Swamps Competition in the counties of Greenville, Anderson, and Spartanburg, S. C., and Buncombe (Asheville), N. C., according to the latest PULSE Survey. For your free copy of the Survey, contact the Station or WEED.

## GUNSMOKE

LAST season NBC saddled up a tv tenderfoot by name of George Gobel. They sent him gunning for honors in Saturday night's 10-10:30 slot. And when the shooting was over, little George had as many notches for as many rating services as hankered to find out who was top gun.

This season, however, CBS Television has ideas about drygulching George's rating. From its saddlebag of tried and true radio favorites the network brought *Gunsmoke* to tv. Last year the radio *Gunsmoke* proved so popular that sponsor Liggett & Myers slotted it in two different half-hours on the same day to reach both afternoon and evening audiences.

Like its radio counterpart, the tv version is billed as adult western drama as opposed to the usual range heroics. It succeeds in that direction and through deft scripting manages to overcome the fact that there are just so many stereotype plots in horse opera lore. Certainly, the idea of the killer outdrawing and nearly killing the hero in the initial play, lends a different twist.

Adaptation of *Gunsmoke* to tv does present some problems. In radio, the adventure series was tempered with more than a trace of realism. From its opening episode on tv, the same thing will be attempted in the new medium, but it's going to be a lot harder to achieve it here. In radio, the listener's imagination can be readily enlisted on the side of a skillful script writer. In tv, the viewer can see with his eyes the familiar main street of the Western town, the same street he's seen in every cowboy show on tv and in every Western movie before that, not to mention the same barroom, complete with hostess. Even if it really was like that, it still looks stagey.

Unfortunately the Sept. 10 inaugural chose to have actor John Wayne deliver a brief prologue. And John told you that you were in raptures about the show even before the first scene was unreeled. In fact, allowed John with questionable sincerity, he just wished that he could act in *Gunsmoke*. But since he couldn't, he offered James Arness as the coming western star of stars.

As Matt Dillon, marshal of Dodge City's early days, Mr. Arness looks too much like the rest of the tall, broad-shouldered cowboy heroes. He acted well, but it's suspected that radio fans of *Gunsmoke* were disappointed in not finding the mature, authoritative marshal depicted with an older voice on radio.

Acting of the rest of the cast proved convincing, particularly the demented killer who underplayed his lines to perfection.

*Gunsmoke* is good western material and should stay around for quite some time. But just how well it will fare rating-wise will be determined after Oct. 8 when Little George gallops back on the scene, replete with songs, music and domestic satire.

*Production costs: Approximately $35,000*

*Sponsored by Liggett & Myers Tobacco Co. through Cunningham & Walsh on CBS-TV, Sat., 10-10:30 p.m.*

*Cast: James Arness as Matt Dillon, marshal; Amanda Blake as Kitty; Dennis Weaver as Cheetah; Milburn Stone as Doc.*

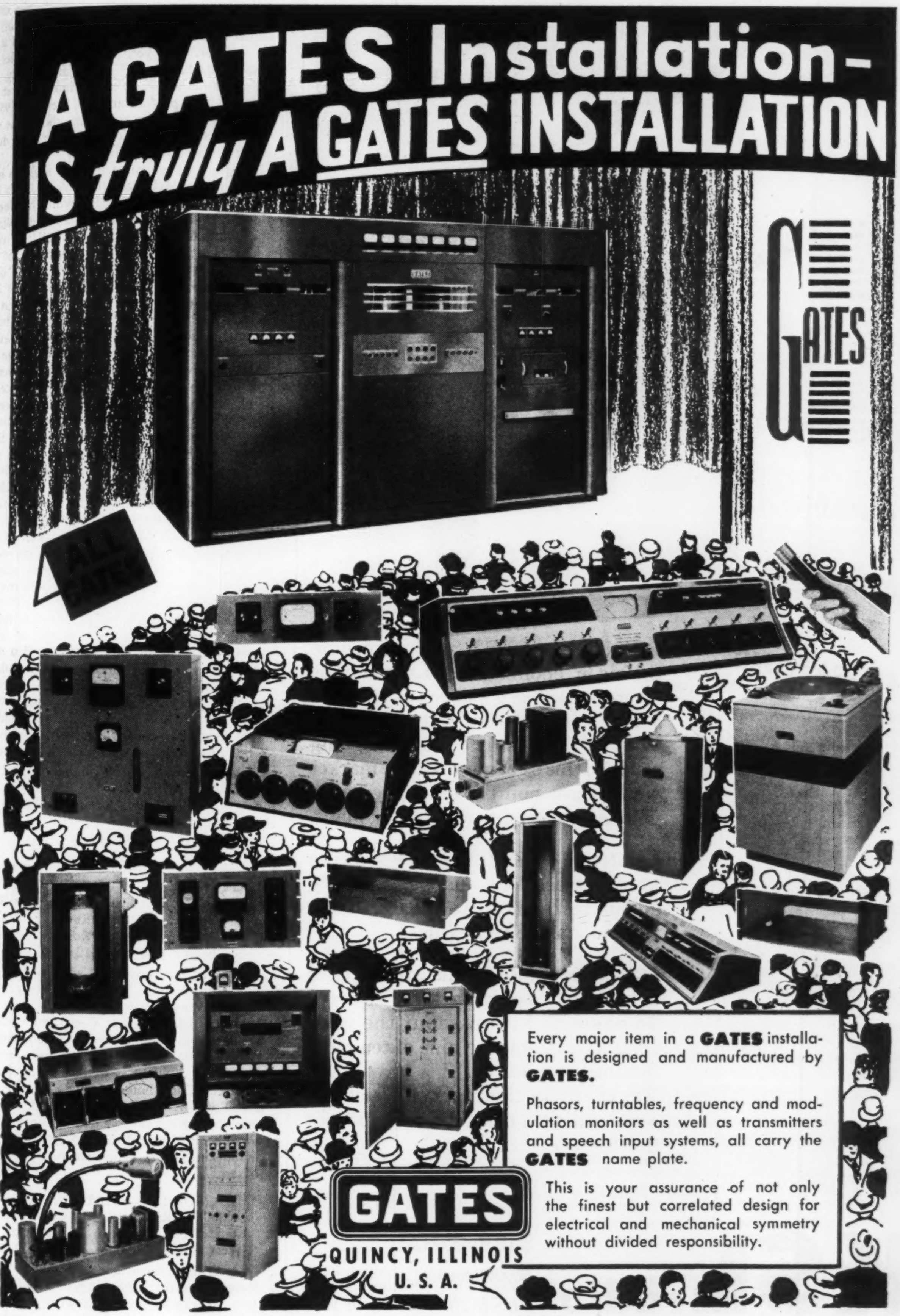
*Producer-director: Charles Marquis Warren; associate producer: Norman MacDonnell; writers: Mr. Warren and John Meston.*

## THE NEW MITCH MILLER SHOW

THIS is radio 1955.

A national disc jockey show, but with urbanity.

Mitch Miller, the bearded genius who presides over Columbia Records' popular artists



# A GATES Installation-
# IS *truly* A GATES INSTALLATION

Every major item in a **GATES** installation is designed and manufactured by **GATES.**

Phasors, turntables, frequency and modulation monitors as well as transmitters and speech input systems, all carry the **GATES** name plate.

This is your assurance of not only the finest but correlated design for electrical and mechanical symmetry without divided responsibility.

**GATES**
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U. S. A.

NEW YORK
CHICAGO
LOS ANGELES
SAN FRANCISCO
SALT LAKE

GOING PLACES?... Then include the big 'n' booming Salt Lake market where **more than a million spend over a billion.** And KSL Radio, the Mountain West's "first" station, is still going places in this 61 county, 4 state market where signs point to sales success in your *All-American* advertising plans.

***RATINGS** ... KSL has 26.8% of the average week-long audience, a 47.3% advantage, and owns a 438.6% advantage in quarter hour wins.

**COVERAGE** ... KSL talks at least once to almost two of three families every 24 hours and throughout the week talks at least once to nine of ten radio families in this area.

For more on the market story and availabilities, call CBS Radio Spot Sales or ...

**KSL radio**

Salt Lake City
*50,000 watts*
*CBS in the Mountain West*

*Pulse, February 1955

and repertoire, took up on Sept. 11 where he left off last year as master of ceremonies of the *Kraft Music Hall* series. Only this year, it's called *The New Mitch Miller Show* and it has no sponsor. Not yet, anyway. Mr. Miller disassociated that "new" label immediately. It's the same old show, he said—and indeed it was.

In his first performance of the new 1955-56 season, Mr. Miller's hour-long chore was witty (in places), serious (in places) and, during much of the time, informative.

Guests for the first of the new season's hours were Lauritz Melchior, June Valli, Chris Conners, Bobby Hackett and Eli Wallach. The first three are vocalists (Mr. Melchior doubling as the long hair representative as well as crooner, s.g.). Mr. Hackett is a trumpet player of note, and Mr. Wallach an actor ("Teahouse of the August Moon"). After a few minutes of introductory comments, Mr. Miller introduced each guest, then concentrated on them one by one throughout the hour—interviewing, discussing and finally playing a record or two of the guest (and not always a Columbia record, either).

Obviously, under the proper guidance, this could be a sparkling and informative talent get-together. That it achieved parts of this goal was due to Mr. Miller's perseverance. Except for Mr. Melchior, who seemed willing to volunteer remarks at the drop of a hat (stories, humor, serious discussion), and Mr. Wallach, who was the most articulate of the group, the others had to be prodded into saying anything.

Highlight was Mr. Wallach's rendition of the prologue in the play in which he starred. It's a little bit ironic that this program, supposed to deal with singers and music, was overshadowed by an actor.

Much stress is placed on the fact that Mr. Miller's program is live. We're all for live broadcasts, but in this case it might be the show's downfall. A taped program could have eliminated the awkward pauses, the forced laughter and much of the rambling incoherencies. But, then, a well-edited tape would probably make a wonderful half-hour show, and CBS apparently needs to fill 60 minutes.

*Production costs: Approximately $5,000.*
*Star: Mitch Miller.*
*Executive Producer: Harlan Dunning.*
*Writer: Gordon Cotler.*

★ ★ ★

## BOOKS

UNIVERSAL COPYRIGHT CONVENTION ANALYZED, edited by Theodore R. Kupferman and Mathew Foner. Federal Legal Publications Inc., 18 Rose St., New York 38, N. Y. 600 pp. $12.50.

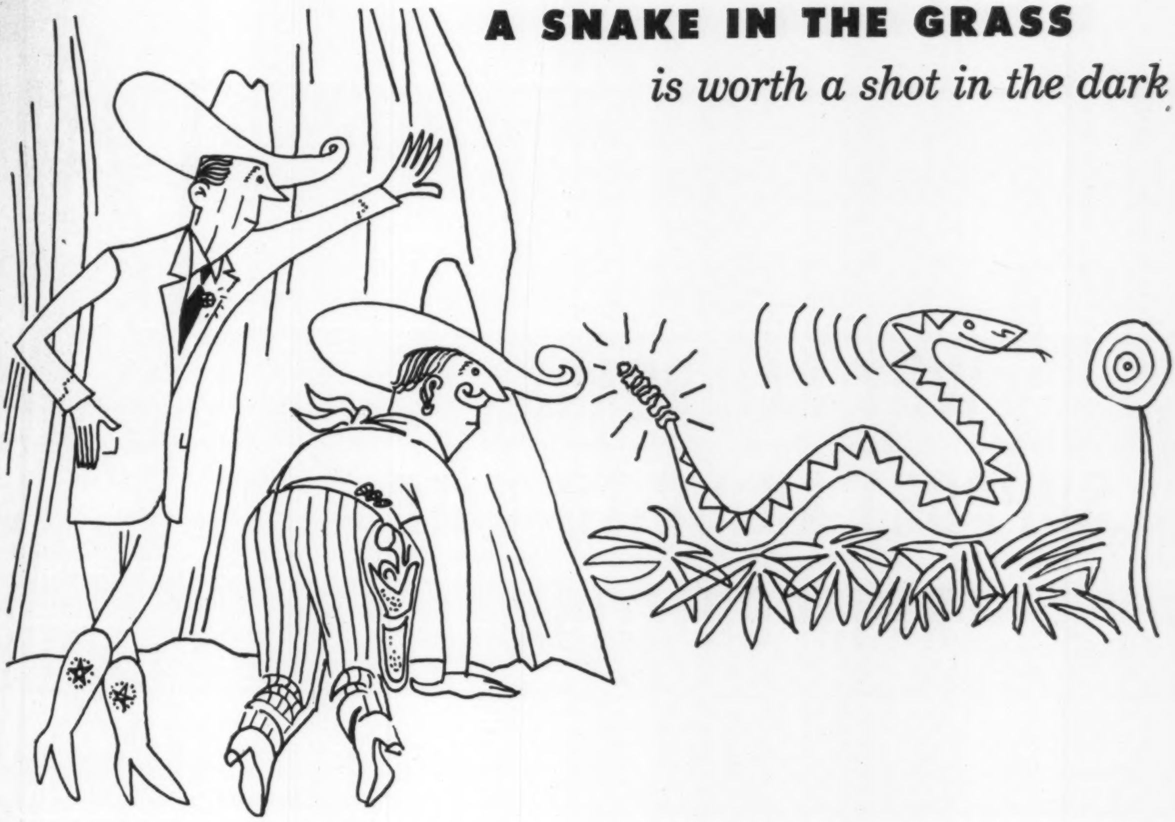
AN expansion of lectures given by the Federal Bar Assn. of New York, New Jersey and Connecticut during the fall of 1954, this volume analyses the Universal Copyright Convention, the meaning of amendments in domestic copyright law to conform to the requirements of UCC and discussions of its effects on existing treaties. Contributors include Joseph A. McDonald, NBC treasurer; Sidney M. Kaye, BMI vice president and general counsel; Herman Finkelstein, counsel for ASCAP; John Schulman, Songwriters Protective Assn. counsel, and others.

THE MOBILE MANUAL FOR RADIO AMATEURS, prepared by the headquarters staff of the American Radio Relay League, West Hartford, Conn. 352 pp. $2.50.

MORE than 80 articles on mobile radio, selected from the pages of *QST*, AARL publication, provide the amateur with a guide to the construction, maintenance and operation of mobile radio equipment. Included are over 400 illustrations, charts and tables.

A SNAKE IN THE GRASS

*is worth a shot in the dark*

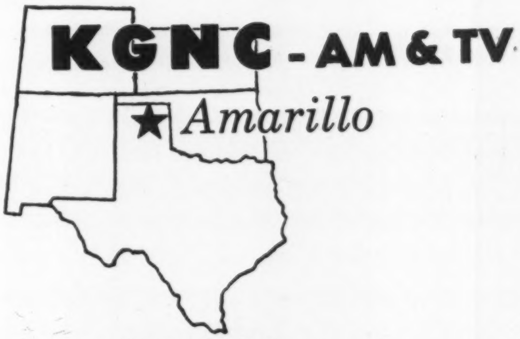


A cowboy rounding up stragglers at dusk met a rattlesnake on a grassy mesa. He drew and fired just as the rattler struck. Both missed. The snake slipped on the damp grass and fell short by several feet; the shot went wide by two inches.

The snake slithered away among inaccessible boulders. The cowboy called it a night and made camp. At the break of dawn he got up and started a little target practice. Hearing a dry rattling sound around a bend, he cautiously investigated. It was the snake, practicing strikes from damp grass.

* * *

*Have you checked up on your competition lately?*



NBC AFFILIATE

**AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency**

# WHY RAILROADS SUPPORT AN UP-TO-DATE TRANSPORTATION POLICY

**Consider the extraordinary situation that the railroads of this country face today.**

Here is a fundamental industry, performing a service essential in peace and irreplaceable in war; which directly employs over one million people; which provides, maintains and improves, at its own expense, the roadways and other extensive facilities which it uses – and which pays taxes on those roadways and facilities. Here is an industry operating with constantly increasing efficiency; which is conservatively financed, with a steadily decreasing total of fixed charges.

Yet here is an industry which earns a return on investment of only about 3½ per cent – among the very lowest of all industries; an industry so restricted by the application of laws governing transportation that frequently it is not permitted to price its services on a competitive basis.

**How can such a situation have arisen in a nation devoted to the classic concepts of free enterprise and equal opportunity?**

An important part of the answer is clearly indicated by the recent report of the Presidential Committee on Transport Policy and Organization created last year by President Eisenhower. This Committee consisted of five members of the President's Cabinet and two other high government officials. It was charged with responsibility for making "a comprehensive review of over-all federal transportation policies and problems."

The report of the Committee, released by the White House in April, opens with this sentence:

> "Within the short span of one generation, this country has witnessed a transportation revolution.
>
> "During this same period," the report continues, "government has failed to keep pace with this change . . . regulation has continued to be based on the historic assumption that transportation is monopolistic despite the . . . growth of pervasive competition. The disloca-

> tions which have emerged from this intensified competition, on the one hand, and the restraining effects of public regulation on the other, have borne heavily on the common-carrier segment of the transportation industry . . .
>
> "In many respects, government policy at present prevents, or severely limits, the realization of the most economical use of our transportation plant."

To the end that all forms of transportation should be developed to their greatest economic usefulness, the Cabinet Committee recommended, among other things, that:

> "Common carriers . . . be permitted greater freedom, short of discriminatory practices, to utilize their economic capabilities in the competitive pricing of their service . . ."

☆

**Legislation to give effect to Committee recommendations has been introduced in Congress.**

Passage of this legislation would not give railroads any rights that other forms of transportation do not already have or would not receive. The legislation recognizes that each of the competing forms of transportation has advantages in handling different kinds of shipments, moving between different points and over different distances. It proposes that each type of carrier be given the freest opportunity to do the job it can do best, at the lowest reasonable cost.

That's the way toward the best and most economical service, to the benefit of businessmen and taxpayers — and of the consuming public which, in the end, pays all transportation costs.

☆

For full information on this vital subject write for the booklet, "WHY NOT LET COMPETITION WORK?"

***Association of American Railroads***
*803 Transportation Building*
*Washington 6, D. C.*

✓CHECK

BEFORE YOU BUY

RADIO IN HOUSTON

For over SEVEN years the leading independent radio station in Houston has been

K-NUZ

✓ LOWEST COST PER 1000

✓ FIRST IN PERSONALITIES

✓ FIRST IN NEWS

✓ LEADS ALL LOCAL STATIONS IN RATINGS ALL THE TIME MOST NETWORK STATIONS TOO!

NAT'L REPS.—FORJOE AND CO.
IN HOUSTON, CALL DAVE MORRIS
JA. 3-2581

ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS
AIMS

## OPEN MIKE

### Critic's Praise

EDITOR:

HAVING BEEN A SEVERE CRITIC OF YOURS ABOUT RADIO COVERAGE, I FEEL QUALIFIED TO OFFER PRAISE FOR YOUR SPECIAL RADIO EDITION. WE WILL ENJOY THE ARTICLES YOU'VE BILLED AND HOPE THAT FULL COVERAGE IS GIVEN TO THE REAL PHENOMENON OF MODERN RADIO—THE SMALL MARKET INDEPENDENT WHICH HAS REKINDLED A MANY-SPLENDORED SPARK OF LISTENING.

I SUBMIT THAT KRGA (SOON TO BE KEED) SPRINGFIELD, ORE., 1000 WATT DAYTIMER, IS A GOOD EXAMPLE. WE WENT ON THE AIR JUST A YEAR AGO WITH "MUSIC, NEWS AND SONG ALL DAY LONG." SIGNED CONTRACTS PUT US IN THE BLACK THE DAY WE WERE AIRBORNE. OUR INCOME HAS INCREASED 307% SINCE.

THE "WHY" IS OBVIOUS HERE, BUT WE STILL WONDER IF IT IS TO THE BIG-CITY AGENCIES. BUSY PEOPLE, SUCH AS THE HOUSEWIFE WITH HER CONTROL OF 85% OF RETAIL BUYING, ARE TOO BUSY TO DIAL TWIST. THEY WANT MEDIUM-TYPE POPS AND THEY GET THEM ALONG WITH TOP DEEJAYS AND PRODUCTION SPOTS. AND RADIO IS WITH THEM WHEREVER THEY GO. THEY LOVE IT. SO DO THE SPONSORS. SO DO WE.

*Glen M. Stadler, Pres. & Gen. Mgr.*
*KRGA Springfield, Ore.*

### Tv and the ABA

EDITOR:

I have read with a great deal of interest and pride your report on the television coverage of the American Bar Assn. convention [B•T, Aug. 29].

I think that Judge Miller, the NARTB and the Philadelphia stations can be very proud of the success of this project. Your detailed report of the occasion has made it all the more valuable, and I have certainly used it to good advantage among my friends of the legal profession here. I am wondering if there will be any reprints of the article. I believe they can be used to considerable advantage if given the widest possible circulation.

*Abiah A. Church, Staff Atty.*
*Storer Broadcasting Co.*
*Miami, Fla.*

**[EDITOR'S NOTE: Reprints of "The Silent Witness," B•T's report of the tv coverage of the American Bar Assn. convention, are available at 15 cents apiece.]**

EDITOR:

I received the [Aug. 29] copy of B•T. I am surprised that a futurist such as you must be gave the space you did to an antique such as I.

I extend to your interviewer my congratulations for the accuracy of his quotes. . . .

*William Clarke Mason*
*Morgan, Lewis & Bokius*
*Philadelphia, Pa.*

**[EDITOR'S NOTE: Mr. Mason, still active in the practice of law which he began in 1903, told Mr. Beatty that when the public becomes accustomed to tv the time may come when it will be acceptable in the courtroom, although he wondered about its possible effect on witnesses.]**

EDITOR:

I read Frank Beatty's piece on the ABA meeting with considerable interest. It is a valuable contribution in the continuing study of broadcasters' problems in overcoming restrictions and limitations on radio and television.

Congratulations on a job well done.

*Joseph L. Brechner, Gen. Mgr.*
*WGAY Silver Spring, Md.*
*Member—NARTB Freedom of Information Committee*

### Inspiration

EDITOR:

On behalf of the Bible Institute of Los An-

KTBS-TV
CHANNEL 3
SHREVEPORT, LOUISIANA
THE PLACE TO BE IS CHANNEL 3

**MAXIMUM POWER**

151,941 TV Sets
A Billion Dollar Market
1¼ Million People +

TOWER HEIGHT: 1143 Ft. Above Average Terrain 1153 Ft. Above Ground. 1403 Ft. Above Sea Level

**THE BEST TV BUY BETWEEN ATLANTA AND DALLAS**

**E. NEWTON WRAY**
*President and General Manager*

NBC

*Represented Nationally by*
**EDWARD PETRY & CO. INC.**

KTUC
1400
This is the Mutual Broadcasting System in Tucson

**KTUC** the "Little" station for BIG results

TUCSON, ARIZONA

DON LEE MUTUAL • THE ARIZONA NETWORK

**Lee Little**
sole prop.

*former partners:*
GLENN SNYDER
GEORGE COOK
RALPH BILBY

*still friends:*
GLENN SNYDER
GEORGE COOK
RALPH BILBY

Population—Pima County 210,000.
Growing at the rate of 1,000 a month.
Retail Sales—Pima County $210,857,000.

Point of sale merchandising with
"to market . . . to market"
—ask a John Blair man

geles, I would like to take this opportunity of expressing our thoughts concerning your recent excellent exclusive story interview with Dr. Billy Graham. I believe that your coverage of this great spiritual leader will be an inspiration to many broadcasters throughout the world, for here is a sincere man who has been blessed of God in a ministry which has not been surpassed in any generation.

The Radio Department of the Bible Institute of Los Angeles also enjoys reading our weekly copy of B•T and finds it to be an added help in our ministry here on the West Coast.

*Al Sanders, Dir. of Radio*
*The Bible Institute of Los Angeles*
*Los Angeles, Calif.*

## Q & A

EDITOR:

"Q: Is there any suggestion in any of your broadcasts or telecasts that they (listeners) send contributions?

"A: No. Never anything like that."

. . . B•T Interview with Billy Graham, page 61, Aug. 22, 1955.

". . . We invite you to send your free will gifts and offerings for the support of this program to Billy Graham, Minneapolis, Minn."

. . . closing announcement, *Hour of Decision*, MBS, Sept. 11, 1955.

*Kenneth R. Kurtz*
*WBBQ Augusta, Ga.*

## Present Indicative

EDITOR:

Heartiest congratulations for your fine editorial "What's Past *Could Be* Prologue" [B•T, Sept. 5]. I regard that as one of the most significant contributions during this past year.

*John E. Fetzer, Pres.*
*WKZO-AM-TV Kalamazoo, Mich.*

## Cogent Reminder

EDITOR:

Congratulations on your splended editorial entitled "What's Past *Could Be* Prologue" in the Sept. 5 issue of B•T. This reminder to the broadcasters of our country, and through them to the public which American broadcasting serves, that we can't relax our efforts in the field of international information is both cogent and timely. I hope it will help to forestall the campaign to cut back the activities of our United States Information Agency—a campaign which nearly always accompanies any period of relaxation of tension on the international scene.

*Donley F. Feddersen, Chmn., Dept. of Radio-Tv*
*Northwestern U., Evanston, Ill.*

## Durable Source Work

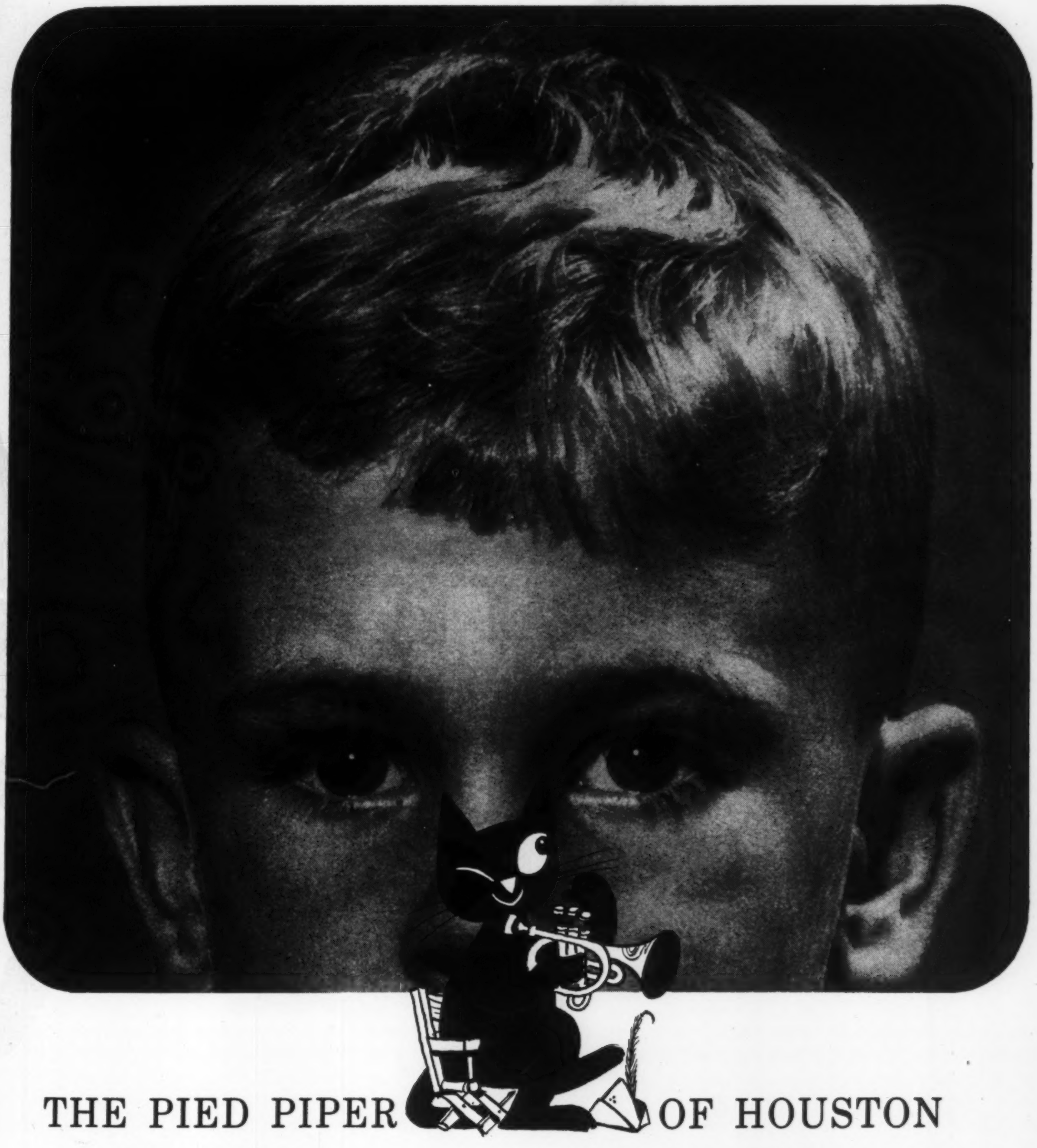
EDITOR:

If possible, we would like very much to secure 50 additional copies of the publication, "ABC's of Radio and Television," which you issued some time ago. Please bill us for the cost.

We find the "ABC's of Radio and Television" to be a very effective indoctrination for all our employes. I think that anybody in a radio station, no matter in what job, should at least know that much about the business.

*Edward A. Wheeler, Pres.*
*WEAW Evanston, Ill.*

**[EDITOR'S NOTE: A limited supply of reprints of the article is available at 25 cents per single copy, $2.25 for 10, $5.50 for 25, $10.50 for 50 and 100 for $20.]**

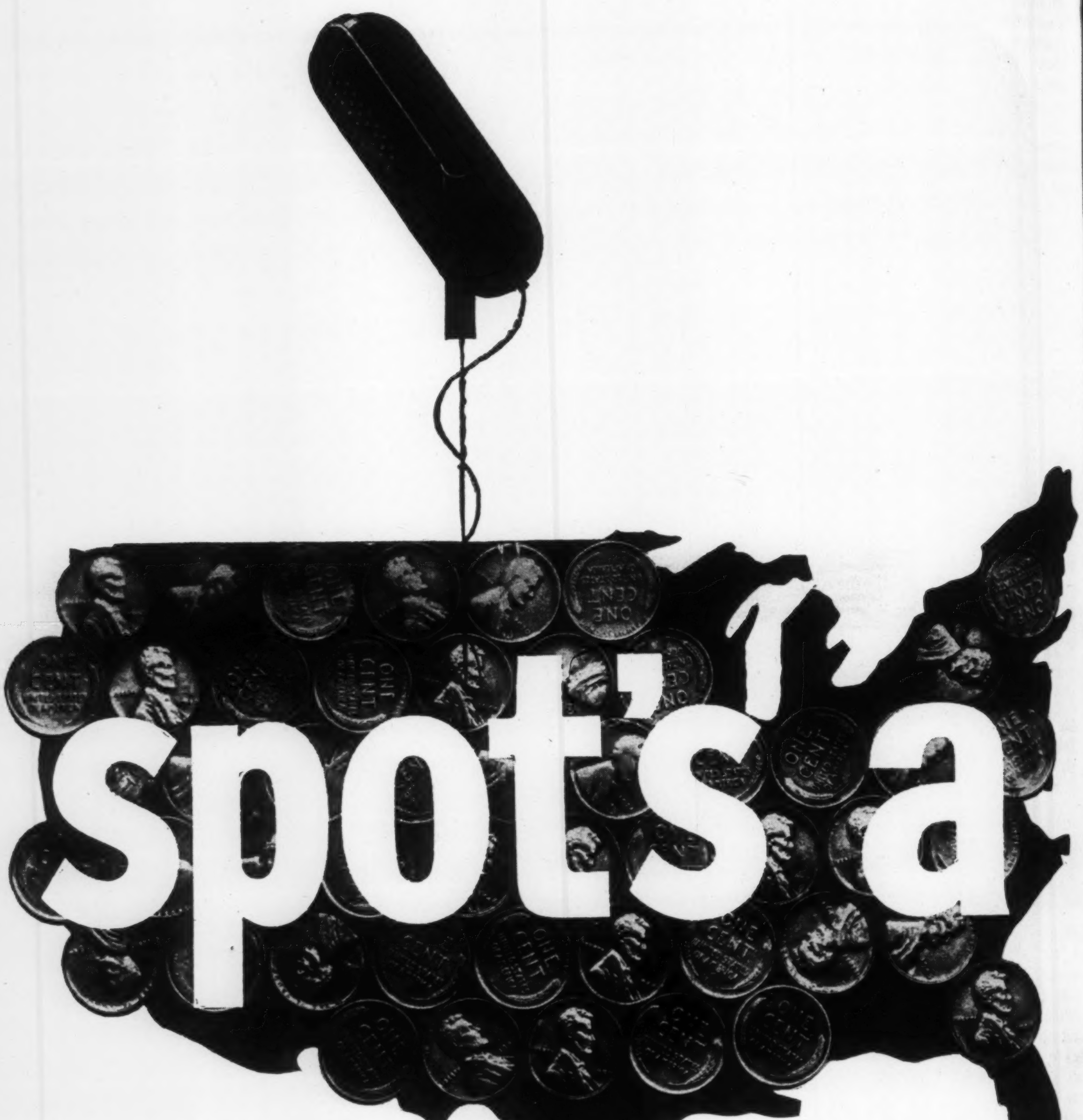


# THE PIED PIPER OF HOUSTON

KiTiRiK-Channel 13's black magic mascat has enchanted the children of Houston, and changed the Houston market in less than a year. Houston has become Hamlin Town with the grateful parents joining in the parade to KTRK-TV.

July ARB shows our daytime combination of children's programs, films and family features leading network competition in 56 out of 160 weekly quarter hours, and a close second in 60 others. More than 60% of the audience hears KiTiRiK's "Piper's tune" at 5:45 daily to lead into the great new lineup of ABC family shows—Warner Brothers Presents—Disneyland—Lone Ranger—Rin Tin Tin. And KTRK-TV still programs more sports for Dad each week. Good shows make good adjacencies. Call us or Blair-TV.

THE CHRONICLE STATION, CHANNEL 13 **KTRK-TV** P. O. BOX 12, HOUSTON 1, TEXAS — ABC BASIC
HOUSTON CONSOLIDATED TELEVISION CO., General Mgr., Willard E. Walbridge; Commercial Mgr., Bill Bennett
NATIONAL REPRESENTATIVES: BLAIR-TV, 150 E. 43rd St., New York 17, N. Y.


spot's a
ONE CENT

*Pioneer Station Representatives Since 1932*

FREE & PETERS, INC.

**NEW YORK**
*250 Park Avenue*
Plaza 1-2700

**CHICAGO**
*230 N. Michigan Ave.*
Franklin 2-6373

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## and we can tell you why

If you really want more business and will tell us a few basic facts about your sales policy, distribution, and sales objectives, we will research your industry, competitive sales strategy and media patterns. If our study shows promise of greater impact, economy and RESULTS through Spot Radio, we will submit campaign ideas and budgets. You then decide for yourself.

Product and media research is one of the many services we offer to advertisers and their agencies. Please call or write us today.

| | | |
|---|---|---|
| **EAST, SOUTHEAST** | | |
| WBZ+WBZA | Boston+Springfield | 51,000 |
| WGR | Buffalo | 5,000 |
| WWJ | Detroit | 5,000 |
| KYW | Philadelphia | 50,000 |
| KDKA | Pittsburgh | 50,000 |
| WFBL | Syracuse | 5,000 |
| WCSC | Charleston, S. C. | 5,000 |
| WIST | Charlotte | 5,000 |
| WIS | Columbia, S. C. | 5,000 |
| WPTF | Raleigh—Durham | 50,000 |
| WDBJ | Roanoke | 5,000 |
| **MIDWEST, SOUTHWEST** | | |
| WHO | Des Moines | 50,000 |
| WOC | Davenport | 5,000 |
| WDSM | Duluth—Superior | 5,000 |
| WDAY | Fargo | 5,000 |
| WOWO | Fort Wayne | 50,000 |
| WIRE | Indianapolis | 5,000 |
| KMBC-KFRM | Kansas City | 5,000 |
| KFAB | Omaha | 50,000 |
| WMBD | Peoria | 5,000 |
| KFDM | Beaumont | 5,000 |
| KRIS | Corpus Christi | 1,000 |
| WBAP | Ft. Worth—Dallas | 50,000 |
| KENS | San Antonio | 50,000 |
| **MOUNTAIN AND WEST** | | |
| KBOI | Boise | 5,000 |
| KVOD | Denver | 5,000 |
| KGMB-KHBC | Honolulu—Hilo | 5,000 |
| KEX | Portland | 50,000 |
| KIRO | Seattle | 50,000 |

DETROIT
*Penobscot Bldg.*
Woodward 1-4255

ATLANTA
*Glenn Bldg.*
Murray 8-5667

FT. WORTH
*406 W. Seventh St.*
Fortune 3349

HOLLYWOOD
*6331 Hollywood Blvd.*
Hollywood 9-2151

SAN FRANCISCO
*Russ Building*
Sutter 1-3798

MARCHIN'
thru
GEORGIA
WMAZ-TV
13
WMAZ-RADIO
940
13
Cobb

*Happy Birthday to us!*

Next Tuesday, the 27th, will be Teavie's second anniversary (Teavie is our drum major up there in case you didn't know). Yessir, we've been marching through Georgia for two full years and rarin' to go into our third.

And what a two years it's been! But no need to go into all that stuff about getting started and growing pains and such. But we are mighty proud of what we've done (most of it anyway) and we're even more excited about the future.

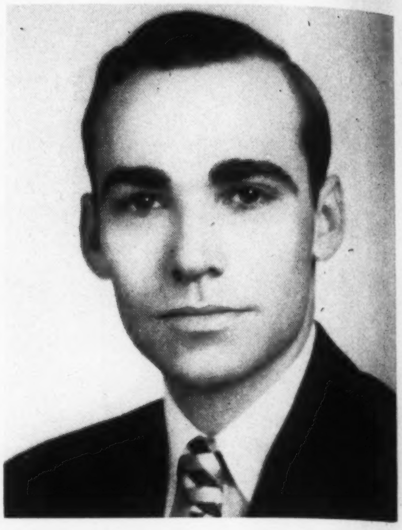
Don't want to bore you with figures, but we think it's mighty interesting to note the set count as registered by this magazine. When WMAZ-TV went on the air back in 1953, there were some 52,000 TV sets in our coverage area. Today, those sets have increased to well past the 104,000 mark and still growing.

To us, that means people in Middle Georgia LIKE what they see on Channel 13. They're telling their friends, and they're telling theirs, etc., etc. And they're all buying new TV sets to watch Channel 13. So if your product needs an extra push in the prosperous Middle Georgia area, get with us during our third year on the air. See Avery-Knodel for all details.

SOUTHEASTERN
BROADCASTING
COMPANY
MACON, GA.

# our respects

## to TODD STORZ



A LOOK at Todd Storz' five-year fling in radio station operation would seem to indicate he has a daredevil's preference for getting himself an independent in a metropolitan market and sitting it out under the guns of competing television and network radio affiliates.

A look at the records of the Mid-Continent Broadcasting Co., of which he is president, shows that he has performed this feat three times since 1949—in Omaha, New Orleans and Kansas City. The company's books show that he was far from foolish.

Mr. Storz and his father, Robert H. Storz, organized Mid-Continent in 1949 to buy the radio assets (KOWH Omaha) of the World Publishing Co., publishers of the *Omaha World-Herald*. The son became president and the father board chairman. Robert H. Storz serves in an advisory capacity but is active in other businesses.

The original capital invested was $50,000 and capital today still stands at that amount, while additional capital has been derived from bank loans and earned surpluses.

Young Mr. Storz (he is 31) was not abashed by the fact that two new television stations started in Omaha in 1949. Neither was he afraid when the company bought WTIX New Orleans in 1953, where there were one pre-freeze tv and one post-freeze tv. The next year, in 1954, he showed the same disregard for tv competition when Mid-Continent purchased WHB Kansas City, where there were one pre-freeze tv and two post-freeze (1953) tv's.

### A Native of Omaha

Mr. Storz was born May 8, 1924, and is a life-long resident of Omaha. He went to Dundee Grade School and Central High School, both Omaha, and attended Choate School, Wallingford, Conn. He went to the U. of Nebraska at Lincoln one year and adds: "Balance of education courtesy U. S. Army Signal Corps."

He worked summers during high school in the mail room of the Omaha National Bank and got into commercial radio in 1945 when he joined KWBW Hutchinson, Kan., as announcer, salesman and engineer. In 1946-47 he was announcer and disc jockey at KBON Omaha and 1947-48 was on local sales for KFAB Omaha.

He first became interested in radio at the age of eight, when he owned his first shortwave set. After years of building radio equipment and finally getting into commercial radio, he still operates his own amateur station on CQ DX 20 meters. It is a 1,000-watter located at the KOWH transmitter building on the outskirts of Omaha.

Mr. Storz operates the amateur station by remote control from his desk in downtown Omaha. Some of his more recent voice contacts include other ham stations at Jinja, Uganda; Bagdad, Iraq; Anskroun, Czechoslovakia; Jerusalem, Israel; Hong Kong, and Tahiti.

Each of the Storz stations operates as an entirely separate entity, he says, although all are owned by the parent corporation, of which he and his father own all the stock. Complete responsibility for each station's operation, he says, rests with the station manager: Virgil V. Sharpe, KOWH; George W. Armstrong, WHB, and Fred Berthelson, WTIX. "I've almost promoted myself out of a job," he says.

Mr. Storz is past chairman of the Assn. of Independent Metropolitan Stations and is a member of NARTB's Am Radio Committee.

Although Mr. Storz is somewhat younger than the medium he has chosen, his life-long interest in radio has not been without its rewards. Mid-Continent billings, which came to about $100,000 during the first year of the corporation, today have passed $2 million annually —a growth of 2,000%.

Each of the three operations, he says, has been almost as phenomenally successful as the other, "but I certainly do not take full credit for this. The fine staff we have has had a lot to do with it."

"But," adds the young radio executive, "the basic ingredients of success in our operation were cast in the die years ago as the tastes in radio listening began to change in the immediate post-war period. This change was hastened by the advent of television.

"The company's first station was an independent and it became necessary to find a formula that would succeed *in spite of* television and network radio. The formula found was one that succeeded *because of* network radio and tv, and each year has represented new records for each station in terms of audience as well as business."

Mr. Storz was married in 1947 to Elizabeth Trailer. They have a daughter, Lynn Ann, 6. Mr. Storz likes fresh water and deep sea fishing, but has to go out of Nebraska for both. For fresh water fish, it's the English River system in western Ontario; for deep sea fishing, off Florida and Cuba.

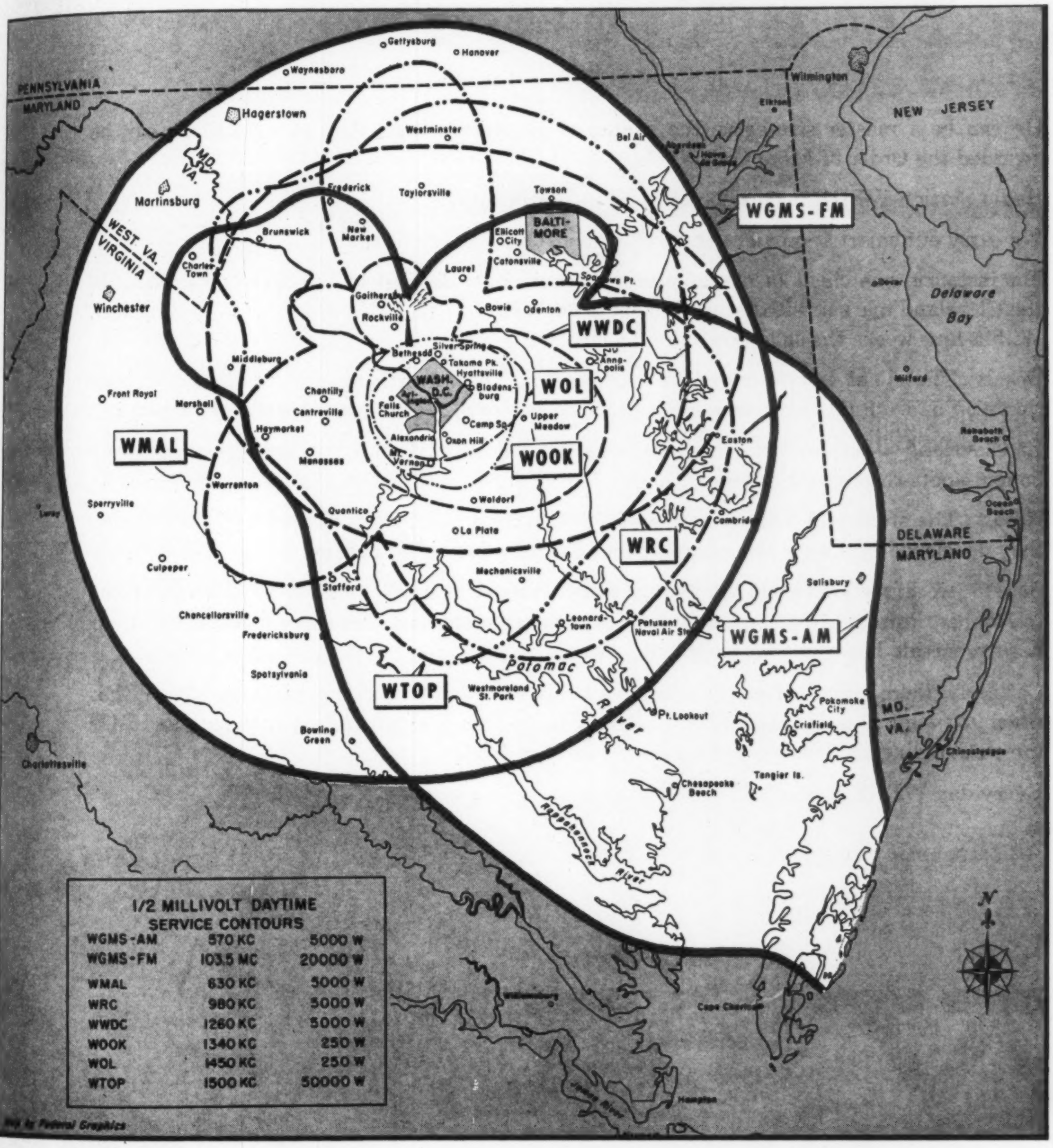
He feels this way about radio: "We do not believe that our mission in this world is to educate people because radio is a purely voluntary listening habit—that is, the listener is free to turn the dial or turn the set off. . . . Programming cannot be based on compulsory listening. We feel that a station's public service value is closely parallel to the station's rating.

"Our philosophy is that audience comes first. Audiences and sales are not always truly compatible. Sometimes it is necessary to sacrifice sales, at least for the moment, in order to take the long term approach to programming, product and audience."

# The BIG CHANGE in Washington

# WGMS Now Capital's BIGGEST*

## TIME BUYER: CLIP AND SAVE THIS MAP OF D. C. RADIO


Gettysburg
Hanover
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Towson
WEST VA.
VIRGINIA
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Chantilly
Centreville
Marshall
Front Royal
Haymarket
Manassas
Upper Meadow
Alexandria
Oxon Hill
Annapolis
Warrenton
Waldorf
Sperryville
Quantico
La Plata
Culpeper
Stafford
Mechanicsville
Chancellorsville
Fredericksburg
Leonardtown
Spotsylvania
Westmoreland St. Park
Potomac River
Bowling Green
Pt. Lookout
Charlottesville
Rappahannock River
Chesapeake Beach
Tangier Is.
Wilmington
Elkton
Bel Air
NEW JERSEY
Dover
Delaware Bay
Milford
Easton
Rehoboth Beach
Ocean Beach
DELAWARE
MARYLAND
Salisbury
Pokomoke City
Crisfield
MD.
VA.
Cape Charles
James River
Hampton
N
WGMS-FM
WWDC
WOL
WMAL
WOOK
WRC
WGMS-AM
WTOP
Map by Federal Graphics

| 1/2 MILLIVOLT DAYTIME SERVICE CONTOURS | | |
|---|---|---|
| WGMS-AM | 570 KC | 5000 W |
| WGMS-FM | 103.5 MC | 20000 W |
| WMAL | 630 KC | 5000 W |
| WRC | 980 KC | 5000 W |
| WWDC | 1260 KC | 5000 W |
| WOOK | 1340 KC | 250 W |
| WOL | 1450 KC | 250 W |
| WTOP | 1500 KC | 50000 W |

*WGMS-AM five kilowatts day, one kilowatt night; contours computed for WGMS, measured for others.*

# WGMS *the Good Music Station*

**NOW TESTING HIGH POWER AND FULLTIME AM.**
**BEST BUY IN WASHINGTON**

*M. Robert Rogers, President. Hotel Harrington, Washington 4, D. C. EXecutive 3-8676*

REPRESENTED BY GOOD MUSIC BROADCASTING AND THOMAS F. CLARK

* *Day ½mv. covers: 1100 more square land miles than WTOP; 3200 more than WMAL; 3300 more than WRC; 7000 more than WWDC.*

# can an advertising

# and how!

He can be a master strategist, the winner of every campaign. And as a result he can be awarded the Order of More Orders.

Radio Station WERE makes heroes of ad men every day.

We carry out smart campaigns that sell Cleveland for your clients.

For instance, one client (a manufacturer of shampoo*) decided to introduce his product in the Cleveland market with saturation spots on WERE *ONLY*. No other medium was used. Within four weeks the shampoo had all Cleveland foaming.

Result: The client is opening other markets, and the advertising agency has an account that's off and running with an initial sales success story . . . thanks to WERE saturation.

In Cleveland a major department store* saturated WERE on a Sunday afternoon. They bought spots throughout the day.

Result: The store sold $30,000 worth of a $24.95 item, was so satisfied with WERE results they developed into a regular radio account for the advertising agency.

Sure . . . we know you want the ratings story. We've got it. We're Number One, according to Hooper, Pulse and Nielsen. Our disc jockeys are rated best. We carry baseball. And our news reporting has won the Headliners' Award.

Certainly we're proud of our ratings. We think they are powerful reasons to buy WERE when you want to sell Cleveland. But WERE has a plus. We're a station with ratings PLUS the outstanding advertising success stories in Cleveland.

Every day WERE makes heroes out of ad men.

*Names furnished on request.

# were

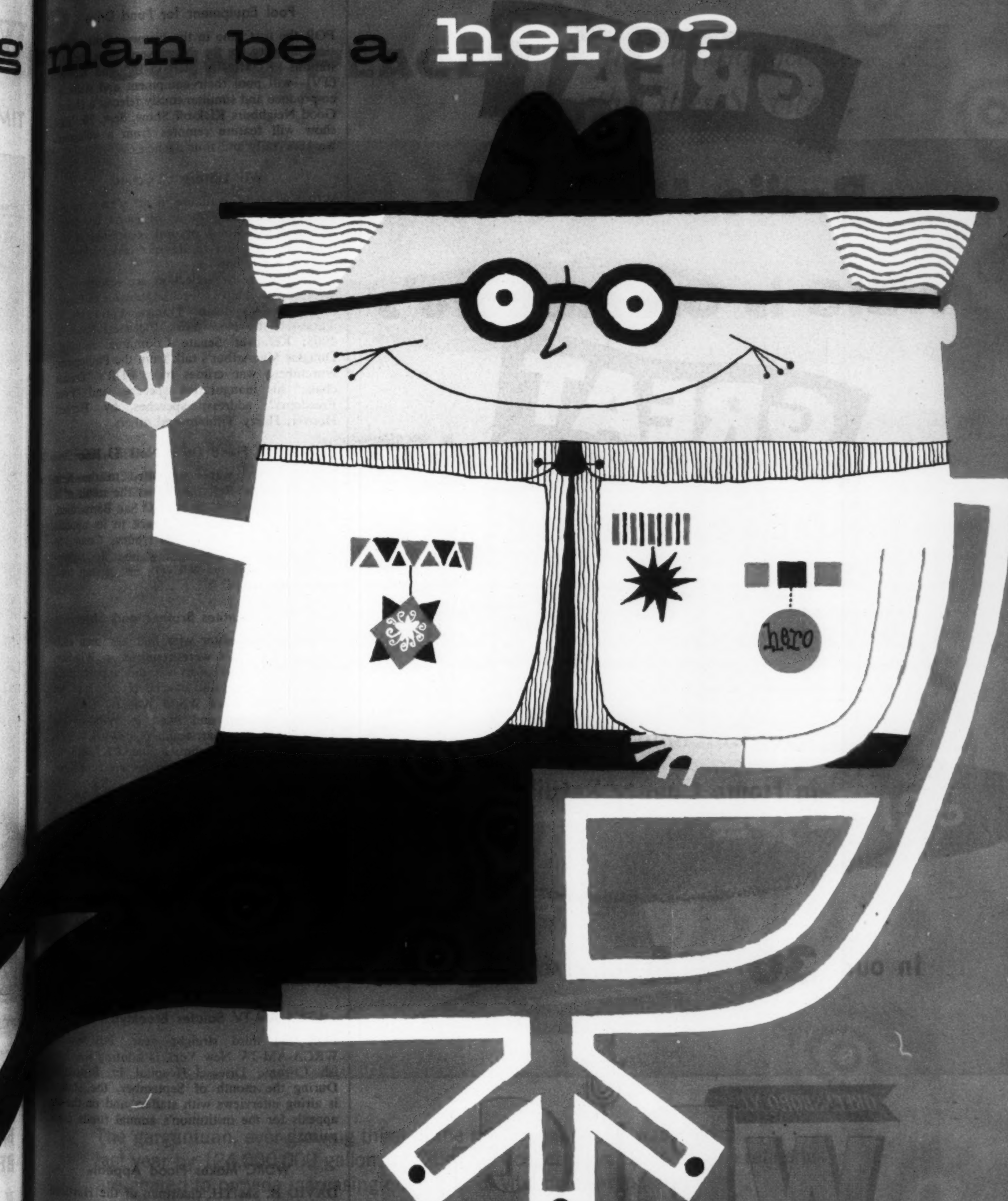
CLEVELAND 15, OHIO

RICHARD M. KLAUS, GENERAL MANAGER

represented by:

VENARD, RINTOUL & McCONNELL, INC.

**Buy were and sell**


g man be a hero?
hero
ll Cleveland!

Greensboro is a

GREAT

Radio Market*!

WBIG is Greensboro's

GREAT

Radio Station!

*Leads all counties
in both Carolinas
in Home County Retail Sales!

In our 30th Anniversary Year

GREENSBORO, N.C.

WBIG

CBS Radio Network

1470 KC | 5000 WATTS

See George P. Hollingbery Co.

## IN PUBLIC INTEREST

### Pool Equipment for Fund Drive

FOR the first time in the history of the television industry in the Northwest, three Seattle stations—KOMO-TV, KING-TV, and KTVW (TV)—will pool their equipment and staffs to co-produce and simultaneously telecast a United Good Neighbors Kick-off Show, Sept. 20. The show will feature remotes from a volunteer workers' rally and four agencies.

### WIP Library of Sound

WIP has made available to all schools in the Philadelphia area a library of sound, composed of almost 500 hours of oral recordings of historic speeches and on-the-spot descriptions of now-famous events.

Included in the collection are recordings of Winston Churchill's speech at the time of Franklin Roosevelt's death; Thomas Edison as he addressed the New York Electrical Show in 1908; Kefauver Senate Committee hearings; Douglas MacArthur's talk from the Philippines; Nuremberg war crimes trial; FDR's "fireside chats," his inauguration speeches and "Four Freedoms" address; speeches by Herbert Hoover, Harry Truman and others.

### KRNO Flood Drive Nets $1,100

OVER $1,100 was contributed to the New England Flood Relief Fund as the result of a marathon broadcast on KRNO San Bernardino, Calif. The station added spark to its appeals by contacting WWCO Waterbury, Conn., to gather vital facts and figures about flood damage in that vicinity. KRNO's entire staff took part in the drive.

### CKLW Reunites Brother and Sister

A brother and sister who had not seen each other in 14 years were reunited in Windsor, Ont., Sept. 1, thanks to a radio appeal. Lyle Gouliquer of Crystal Beach, N. Y., had not seen his sister since World War II. He knew she was married and lived in Windsor but didn't know her married name. When he arrived in Windsor, Gouliquer asked CKLW newscaster Terence O'dell to make an appeal on his news broadcast. It brought quick results. Within a minute, Gouliquer's sister phoned him and Gouliquer was on his way to meet her.

### WISN-TV Helps Boy Fight Illness

THROUGH the cooperation of WISN-TV Milwaukee, a seven-year-old boy scored a major victory in his battle against illness. Now recuperating from a four-hour operation, little Billy Sorenso owes his present "good" condition to successful blood appeals by WISN-TV's Carl Zimmermann and Dr. Eon of the station's *Dr. Eon's Laboratory* program.

### WRCA-AM-TV Salutes Brooklyn Hospital

FOR the third straight year, NBC-owned WRCA-AM-TV New York is saluting the Jewish Chronic Disease Hospital in Brooklyn. During the month of September, the station is airing interviews with staffers and on-the-air appeals for the institution's annual funds campaign.

### WDRC Makes Flood Appeals

DAVID H. SMITH, chairman of the Hartford chapter of the American Red Cross, made a personal appeal for Red Cross contributions to help flood victims in the Connecticut area in a broadcast over WDRC Hartford. In a 20-minute interview on the Edyth Radom show, Mr. Smith described the work of the relief agency and its need for additional funds.

# GOING PLACES *in the roaring jets with Cities Service...*

NAVY
109
NAVY
105
NAVY
106

The gargantuan, ever-growing thirst of the military jet planes was slaked last year by 124,000,000 gallons of Cities Service jet fuels. Cities Service refineries are geared to provide increasing quantities of vital defense matériel.

**CITIES SERVICE**
*A Growth Company*

**Number 13 of a series**

JIM DELINE, The Jim Deline Gang

DEACON DOUBLEDAY, Farm Director

FRED HILLEGAS, News Editor

# CENTRAL NEW YORK'S

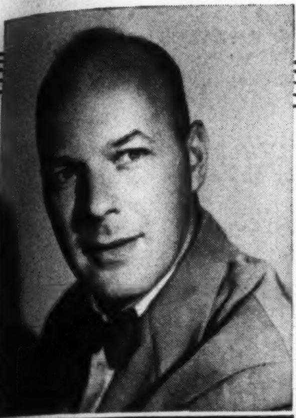
**They are part of the largest local talent roster maintained by any radio station in Central New York. They are old hands in the business of serving the needs and tastes of this great area. They have become, over the years, the TRUSTED daily companions of a great share of the 428,000 radio families in WSYR's coverage. They are RELIED UPON for good entertainment, authoritative news, important public service. Naturally, the products which they advertise share in their public acceptance.**

JENNIE-BELLE ARMSTRONG, Women's Director

NBC AFFILIATE

# WSYR

5 KW — SYRACUSE — 570 KC



ROD SWIFT, News Commentator

BILL O'DONNELL, Sports Editor

ELLIOTT GOVE, Timekeeper Show

# BEST SALES FORCE!

**The market which they serve is one of America's truly important markets. Metropolitan Syracuse is ranked by Sales Management Magazine as the nation's best test market. The great trade area served by WSYR embraces a population of 1.5 million, with annual buying power of $2 billion. WSYR's superior population coverage, like WSYR's superior local programming service, is clear beyond dispute.**

CARL ZIMMERMAN, News Commentator

ED MURPHY, The Ed Murphy Shows

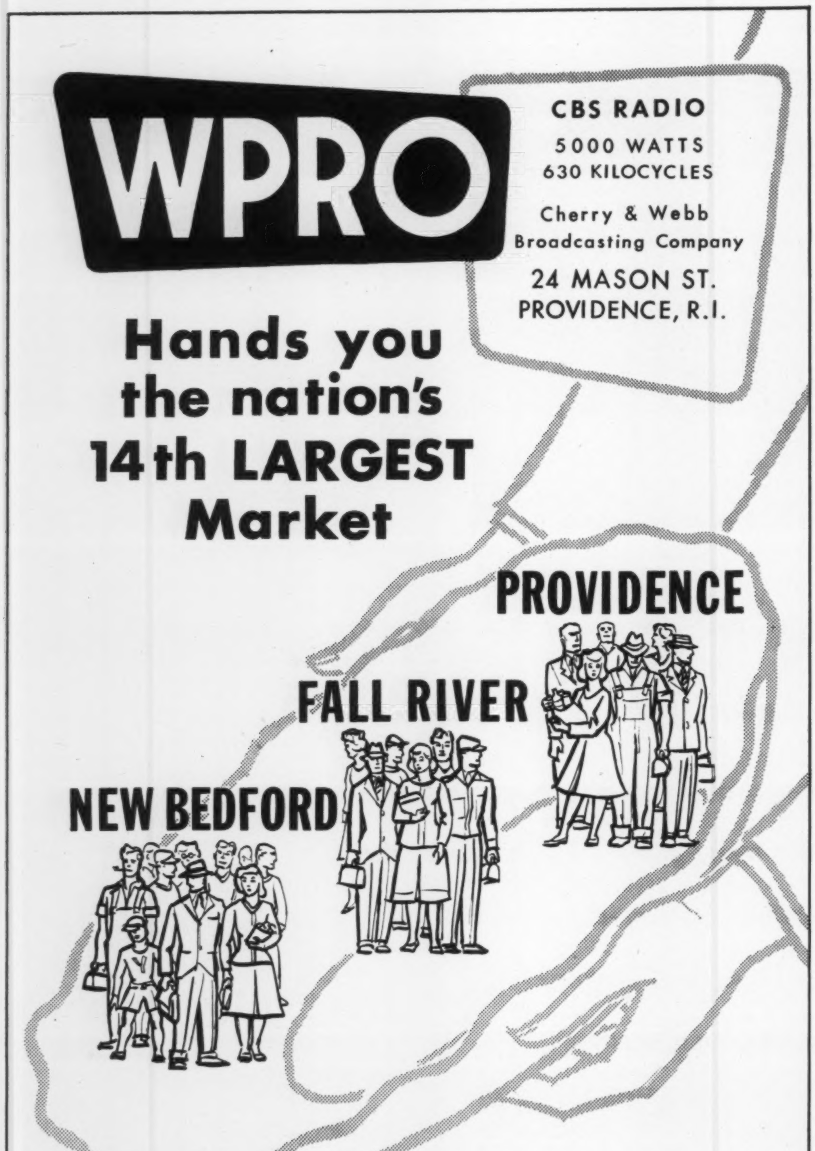
ROBERT NELSON, News Commentator

MARKET · MANAGEMENT · FACILITIES · PROGRAMMING · PUBLIC SERVICE

Represented Nationally by

**THE HENRY I. CHRISTAL CO., INC.**

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO



WPRO

CBS RADIO
5000 WATTS
630 KILOCYCLES
Cherry & Webb
Broadcasting Company
24 MASON ST.
PROVIDENCE, R.I.

Hands you the nation's 14th LARGEST Market

* More people in this "Big Three" market listen to WPRO than to any other radio station!

* THE *PULSE* OF
THE WPRO AREA,
JAN.-FEB. 1955

REPRESENTED BY JOHN BLAIR & CO.

## MILESTONES

► WKBV Richmond, Ind., will observe its 29th anniversary with a special show Sept. 27.

► LARRY LAZARUS, business manager, KNXT (TV) Hollywood and Columbia Television Pacific Network, beginning his 27th year with CBS.

► MBS *LUTHERAN HOUR* observes its 20th anniversary with its Sept. 25 broadcast.

► KWKW Pasadena, Calif., celebrated its 13th anniversary Sept. 12.

► LEIF JENSEN, announcer, WDRC Hartford, Conn., observes his ninth anniversary with the station.

► ABC Radio *GREATEST STORY EVER TOLD* started in ninth year on the air Sept. 18.

► WLAM Lewiston-Auburn, Me., is observing its eighth anniversary.

► WFIL-TV Philadelphia *NEWSREEL* Sept. 13 celebrated its eighth anniversary.

► KENNY BASS, polka disc jockey, celebrates his seventh year with WSRS Cleveland.

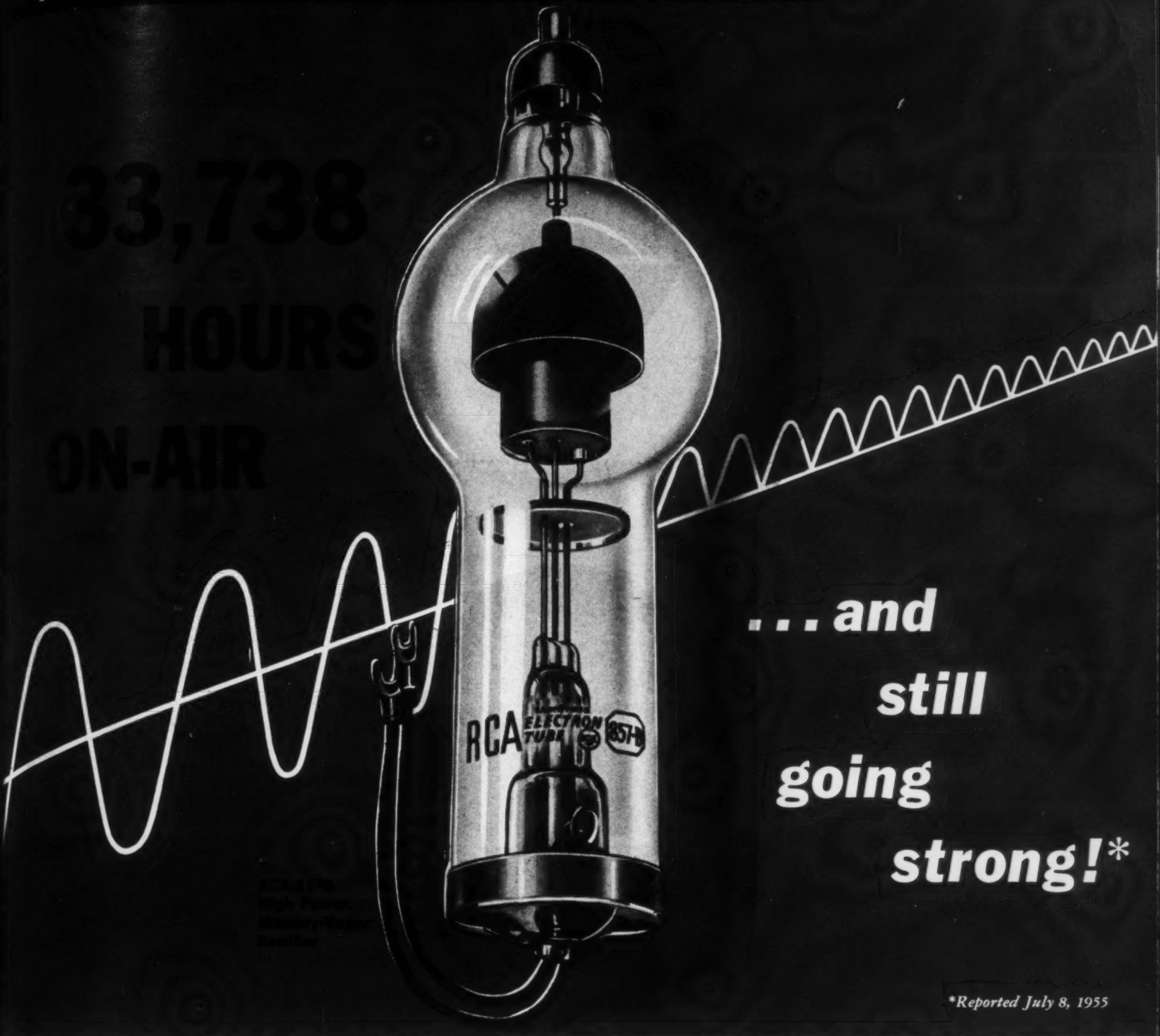
► PHIL SHERIDAN, WCAU-TV Philadelphia weatherman, starting his sixth year for that station under the sponsorship of the Western Savings Fund Society of Philadelphia.

► T. OLIVER HUGHES and his "Collegians," feature on WMAR-TV Baltimore, celebrated their sixth anniversary Sept. 10.

► WMID Atlantic City, N. J., on Sept. 18 aired its 300th consecutive broadcast of the *WMID CONCERT HALL.*

For 12 years a consistent user on the station, Associated Grocers of Colorado has signed for $35,000 of air time over KOA Denver. The company bought three shows: a 15-minute news show, a five-minute sportscast and a 15-minute telephone quiz program, *Mr. A. G. Calling.* Taking part in the signing are (l to r) Fred Fishburn, general manager for Associated Grocers; Bill Lydle, KOA salesman, and Jack Kennedy, Associated Grocers advertising director.

## Report from Canadian Broadcasting Corporation

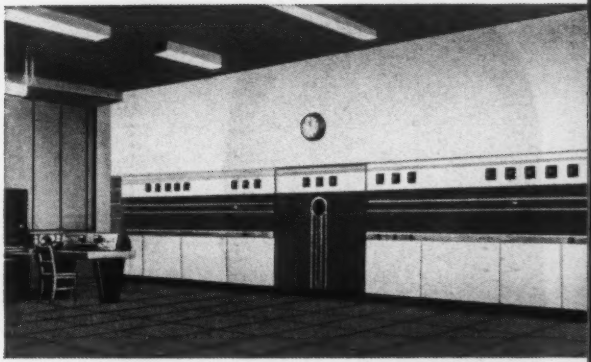

33,738
HOURS
ON-AIR
RCA ELECTRON TUBE
857B
RCA-857B
High Power,
Mercury-Vapor
Rectifier
. . . and
still
going
strong!*
*Reported July 8, 1955

The Canadian Broadcasting Corporation writes:

*"In the RCA 50-kw shortwave transmitter at the Canadian Broadcasting Corporation's International Service transmitting station at Sackville, New Brunswick, one RCA-857B mercury-vapor rectifier tube has been operating for 33,738 hours—and another for 30,571 hours."*

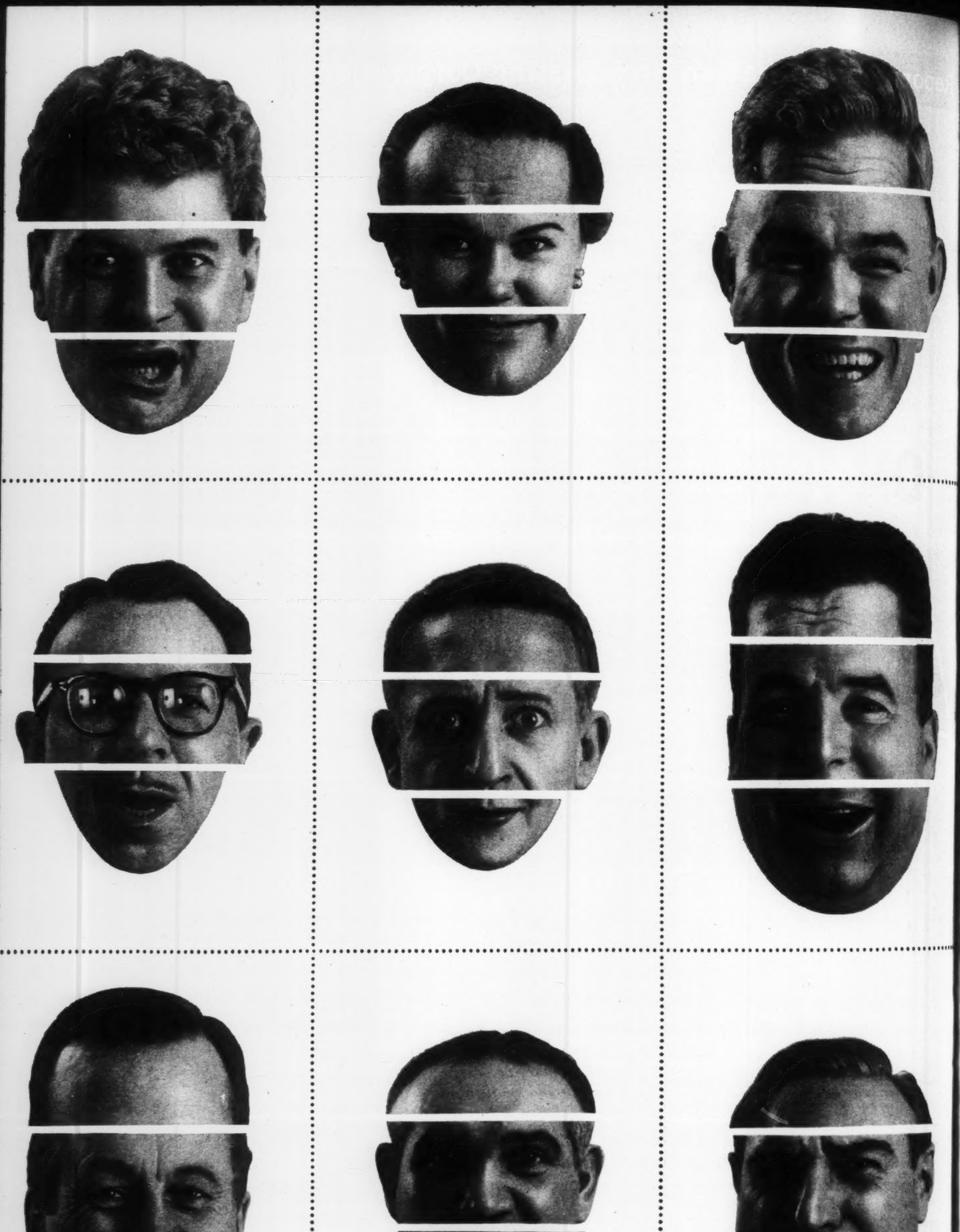
RCA-857B is just ONE type among the many RCA rectifiers that are setting year-after-year records for maximum performance—in greater operating reliability of equipment—minimum equipment outages—*lower capital investment per hour of tube operation!*

Your local RCA Tube Distributor is ready to meet your requirements on RCA Tubes of all types for broadcast station operations—regardless of whether your station is AM, FM, television, or international. For prompt attention—call him!



**RCA 50-KW Shortwave Transmitter using RCA-857B high-power mercury-vapor rectifiers**

**RADIO CORPORATION of AMERICA**
**ELECTRON TUBES** **HARRISON, N.J.**



Maybe you can match up these faces, and maybe you can't. But one thing's sure: you can't match this WCBS Radio team for talent, anywhere.

Their unique talents extend into every conceivable field of entertainment . . . from the theatre to the concert stage to the world of sports. And their unique selling efforts extend to every conceivable audience . . . from parent-teacher meetings to high school dances to local supermarkets to client sales meetings. Everywhere they go, they're selling themselves . . . and selling their advertisers.

# CAN YOU MATCH THESE?

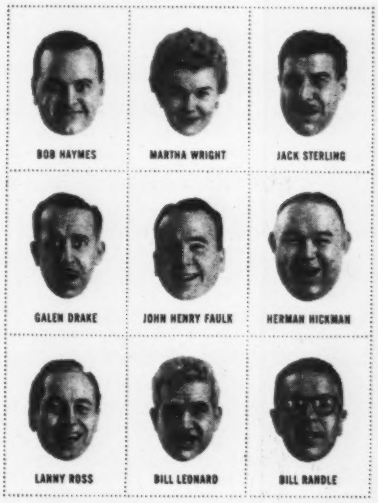
As a net result, WCBS Radio consistently places more programs on the list of Top Ten participating shows than *all the other New York network stations combined.*

Unscramble this matched set of nationally-known local personalities (see answers at right), and put their matchless talents to work selling your product. Just call CBS Radio Spot Sales or Henry Untermeyer at . . .

**WCBS RADIO** *New York*

*50,000 watts · Number One Station in the Number One Market*

*GIVE UP? Here, in case you're having trouble, is what they really look like. Put them all together, they spell livelier audiences, bigger sales for you.*



**WHLI** "THE VOICE OF LONG ISLAND"

# DELIVERS

## the vast buying income of BIG, RICH NASSAU COUNTY

| | | | |
|---|---|---|---|
| **POPULATION** | ... | 1,033,000 | 38% increase since '52 |
| | | | 148% increase since '40 |
| **BUYING INCOME** | | | |
| Total | ........... | $2,219,351,000 | 9th among U. S. Counties |
| Per Family | ....... | $ 7,698 | 4th " " " |
| **RETAIL SALES** | .. | $1,063,285,000 | 17th " " " |
| Food Store | ....... | $ 311,509,000 | 12th " " " |
| Auto Store | ....... | $ 178,404,000 | 20th " " " |
| Household, etc. | ... | $ 58,304,000 | 18th " " " |

Sales Management, May, 1955
L. I. Lighting Co. Pop. Est.

One Station—**WHLI**—has a larger day-time audience in the Major Long Island Market than any network or independent station. (Pulse Survey)

- *Strong Local Programming!*
- *Advertising Acceptance!*
- *Community Recognition!*

**WHLI** AM 1100 FM 98.3
HEMPSTEAD
LONG ISLAND, N. Y.
PAUL GODOFSKY, *Pres.*
*the voice of long island*
Represented by Gill-Perna

VIRGINIA CALDWELL

## on all accounts

"I NEVER have felt that radio died—in fact, it's doing a good job for us when used selectively." These are the words of Virginia Caldwell, media director and head timebuyer at George H. Hartman Co., Chicago, a medium-sized agency with king-sized ideas in the local and national spot billings parade.

Miss Caldwell "grew up in a household where advertising was a constant topic of conversation" (by her father) but, despite a varied agency background, it was only recently she brushed radio and television.

The accent is on "creativeness" with Miss Caldwell and on smart selective timebuys for Hartman's national and local accounts, including Hartz Mountain Products (bird foods), New York; Mystik Adhesive Products, Chicago; United Biscuit Co. (with its various regional groups, among them, Sawyer, Manchester and Hekman); Joanna Western Mills (window shades), and Pepsi-Cola of Chicago.

A Hoosier by birth (1919 in Indianapolis), and bred into an advertising family, Martha Virginia Caldwell received an A. B. degree at Butler U., majoring in English. She entered the agency field with Ruthrauff & Ryan, New York, as an executive secretary in 1944. In 1947 she served as assistant account executive and in publicity for four years with St. Georges & Keyes Inc., New York (Revere Copper).

From 1951-53 Miss Caldwell was in similar capacity and was administrative assistant at Caldwell, Larkin & Sidener-Van Riper in Indianapolis; then she moved to Van Auken, Ragland & Stevens, Chicago, as time-space buyer, branching into media and market research.

Throughout Miss Caldwell's career runs a thread of varied contact with food, drug, automotive, and home furnishing fields. Among the accounts: American Home Foods, Whitehall Pharmacal Co., Murphy Products Co., Auto Specialties Mfg. Co., Bonwit Teller (of Philadelphia), RCA Victor Div. of RCA (Camden), Hamilton Mfg. Corp. and Revere Copper & Brass Inc.

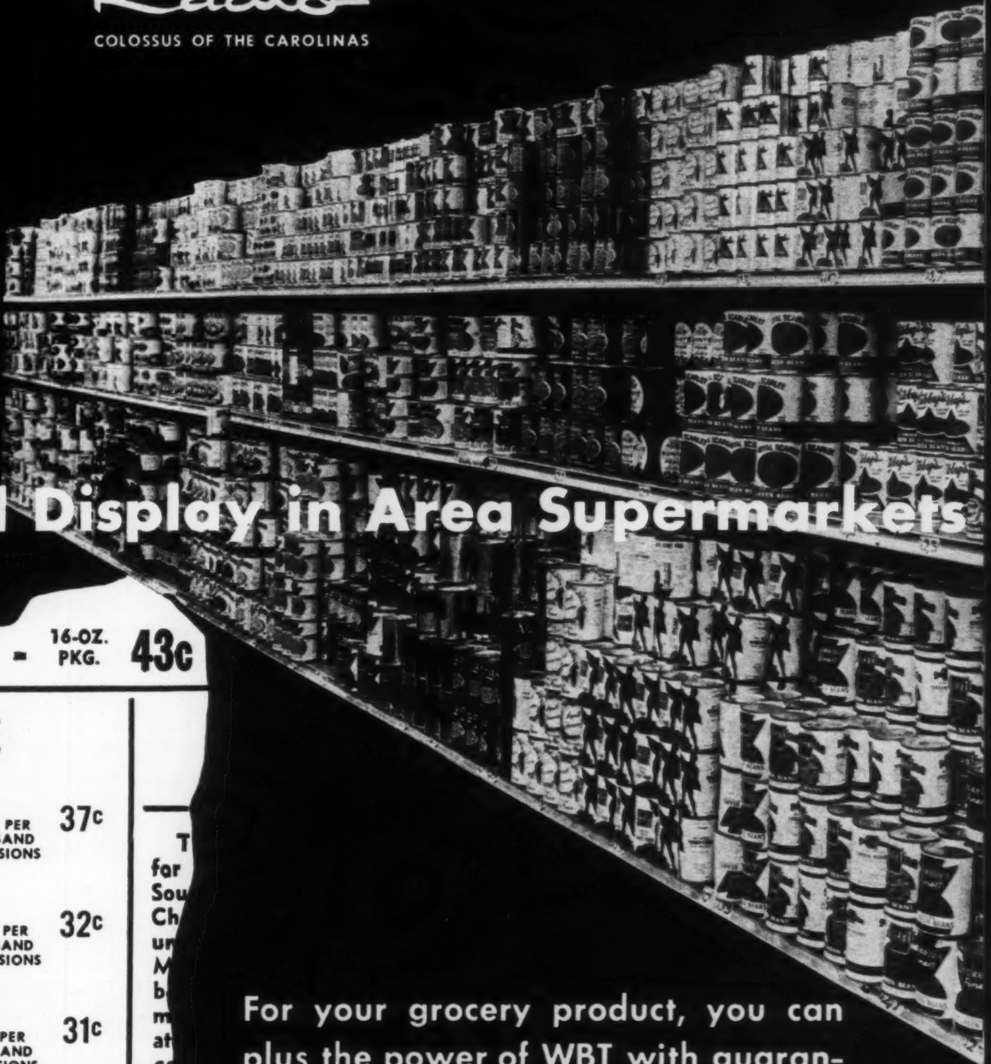
Miss Caldwell joined George H. Hartman Co. this past April. She is responsible for the aforementioned accounts and buys time primarily for Hartz Mountain Products Co. (which returns to a limited NBC-TV network this fall with *Capt. Hartz and His Pets* and has bought a segment of Arthur Godfrey on CBS Radio starting Sept. 15). On other accounts: Mystik tape uses radio-tv spot; United, radio-tv shows, spots; Joanna Western, tv spots, participations.

Miss Caldwell lives on Chicago's north side.

# ONLY ON WBT

Radio

COLOSSUS OF THE CAROLINAS



## Guaranteed Display in Area Supermarkets

STRAWBERRIES - - - 16-OZ. PKG. **43c**

### SPECIAL SALE

| | | |
|---|---|---|
| LEADING WASH DAY<br>**SOAP** . . . . . . . . . . . . . .<br>PLUS SUPERMARKETING | COST PER THOUSAND IMPRESSIONS | 37c |
| NATIONAL LEADER<br>**PEPPER** . . . . . . . . . . . .<br>PLUS SUPERMARKETING | COST PER THOUSAND IMPRESSIONS | 32c |
| MAGIC NAME<br>**CLEANSER** . . . . . . . . . .<br>PLUS SUPERMARKETING | COST PER THOUSAND IMPRESSIONS | 31c |
| LEADING BRAND<br>**CIGARETTES** . . . . . . . . .<br>PLUS SUPERMARKETING | COST PER THOUSAND IMPRESSIONS | 26c |
| SOUTHERN LEADER<br>**BREAD** . . . . . . . . . . . . . .<br>PLUS SUPERMARKETING | COST PER THOUSAND IMPRESSIONS | 24c |

For your grocery product, you can plus the power of WBT with guaranteed displays in all supermarkets of three leading food chains throughout the WBT 57-county basic service area. The plan is simple—the tab is reasonable; get both from WBT or CBS Radio Spot Sales.

JEFFERSON STANDARD BROADCASTING COMPANY

# It's Here! RCA's Production C

**1 Performs 4 Functions**

### MORE EFFICIENT

"All-in-one" Processing Amplifier combines the signal processing functions of previous channel amplifier, gamma corrector, shading generator, and monitor auxiliary.

**Only 1⅓ Racks**

### COMPACT

The new equipment utilizes only 100 inches of rack space; can be mounted in only 1⅓ racks for efficient, compact installation.

**⅓ Less Tubes**

### LOW OPERATING COST

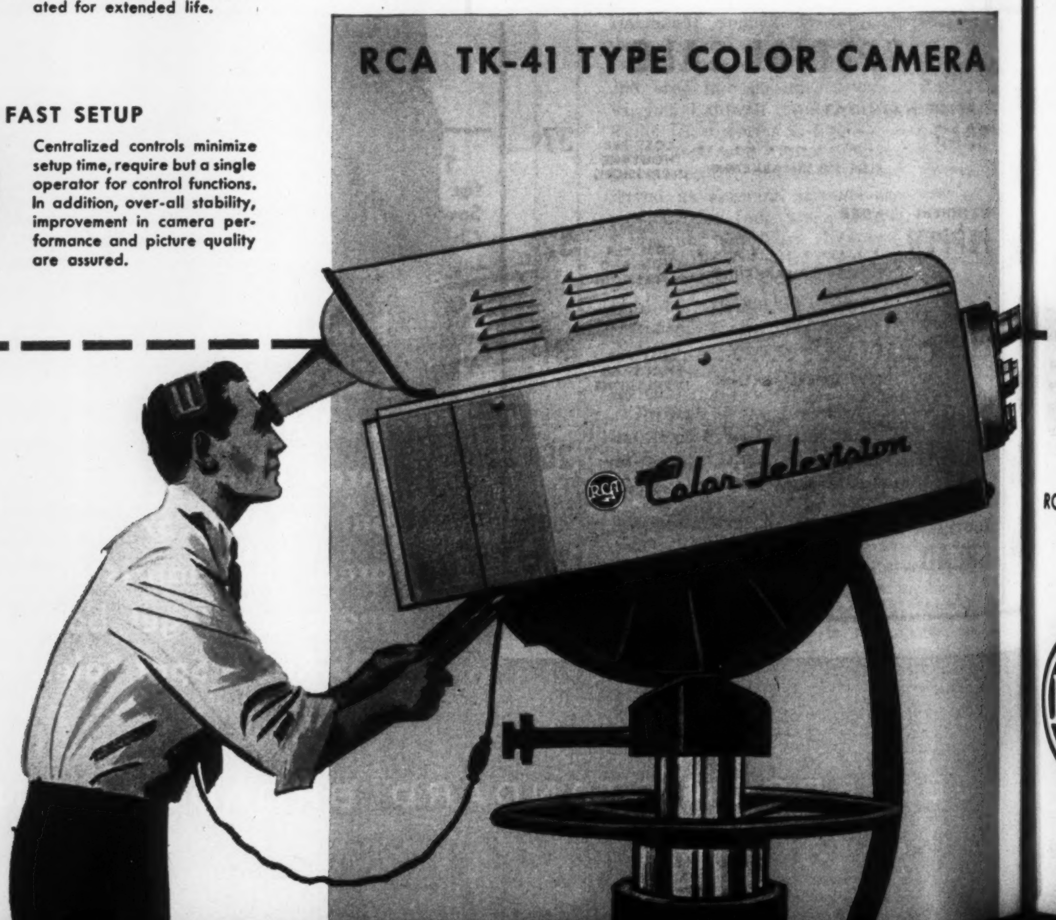
Requires half the ac power needs of conventional equipment and permits elimination of 50% of former dc power supplies. Uses 9 less rack-mounted units, and 134 fewer tubes — conservatively operated for extended life.

### FAST SETUP

Centralized controls minimize setup time, require but a single operator for control functions. In addition, over-all stability, improvement in camera performance and picture quality are assured.

No need to wait any longer for *production* live color TV equipment! RCA has it now . . . a complete new TK-41 Color Camera chain with new all-in-one Processing Amplifier, which combines four major functions in one. It not only provides important savings in components, floor space and operating costs, but assures highest quality at lowest expense.

This is the complete color camera TV equipment that television stations are now using in their swing to color, or in expanding their color facilities. For complete technical information, call your RCA Broadcast Sales representative. In Canada, write RCA VICTOR Company Limited, Montreal.


RCA TK-41 TYPE COLOR CAMERA
RCA Color Television

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RCA

# COLOR CAMERA TV EQUIPMENT

... with the revolutionary all-electronic

**processing amplifier**

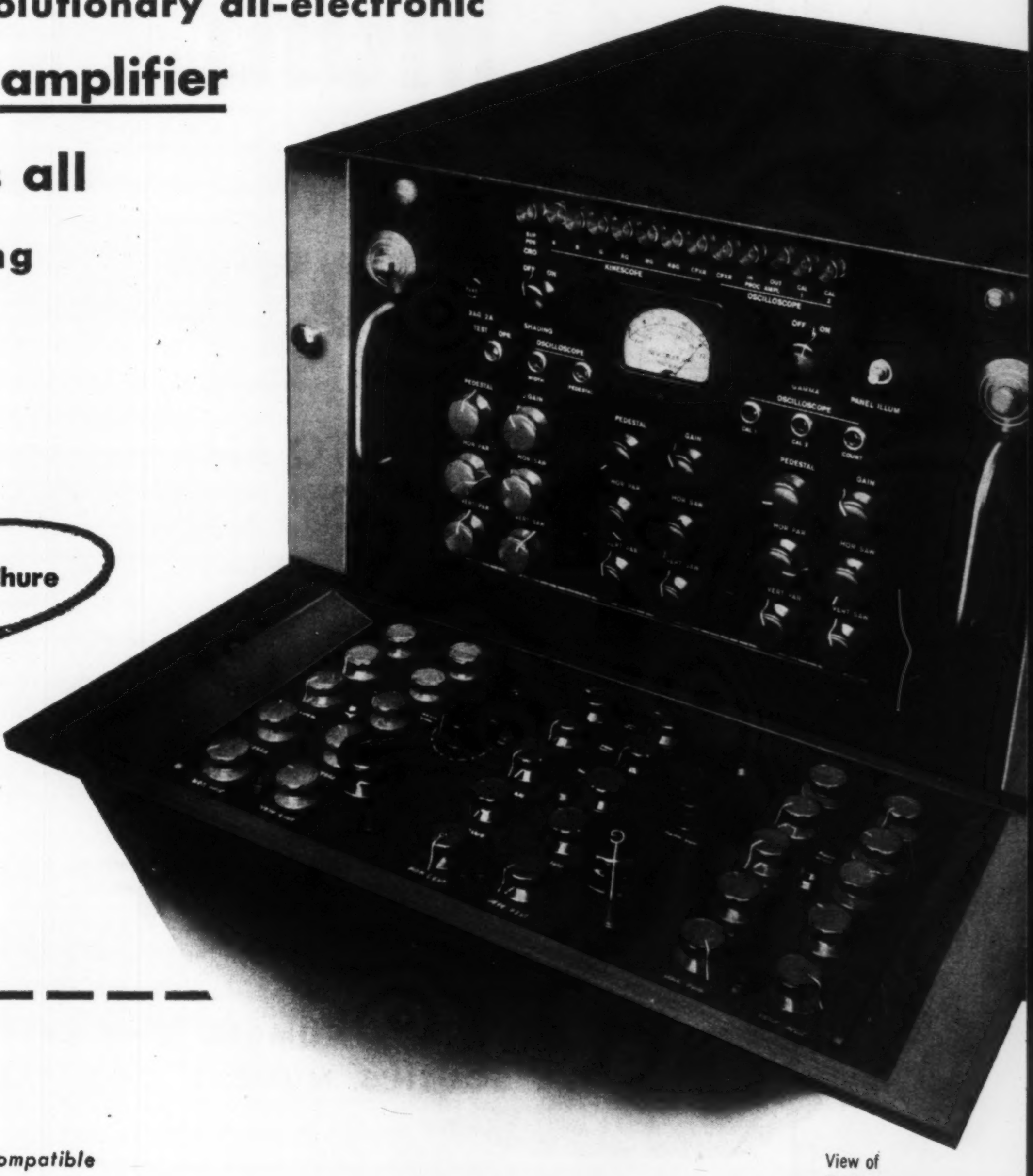
which combines **all**

signal processing

functions in a

single chassis.

**12-Page Descriptive Brochure Available on Request.**

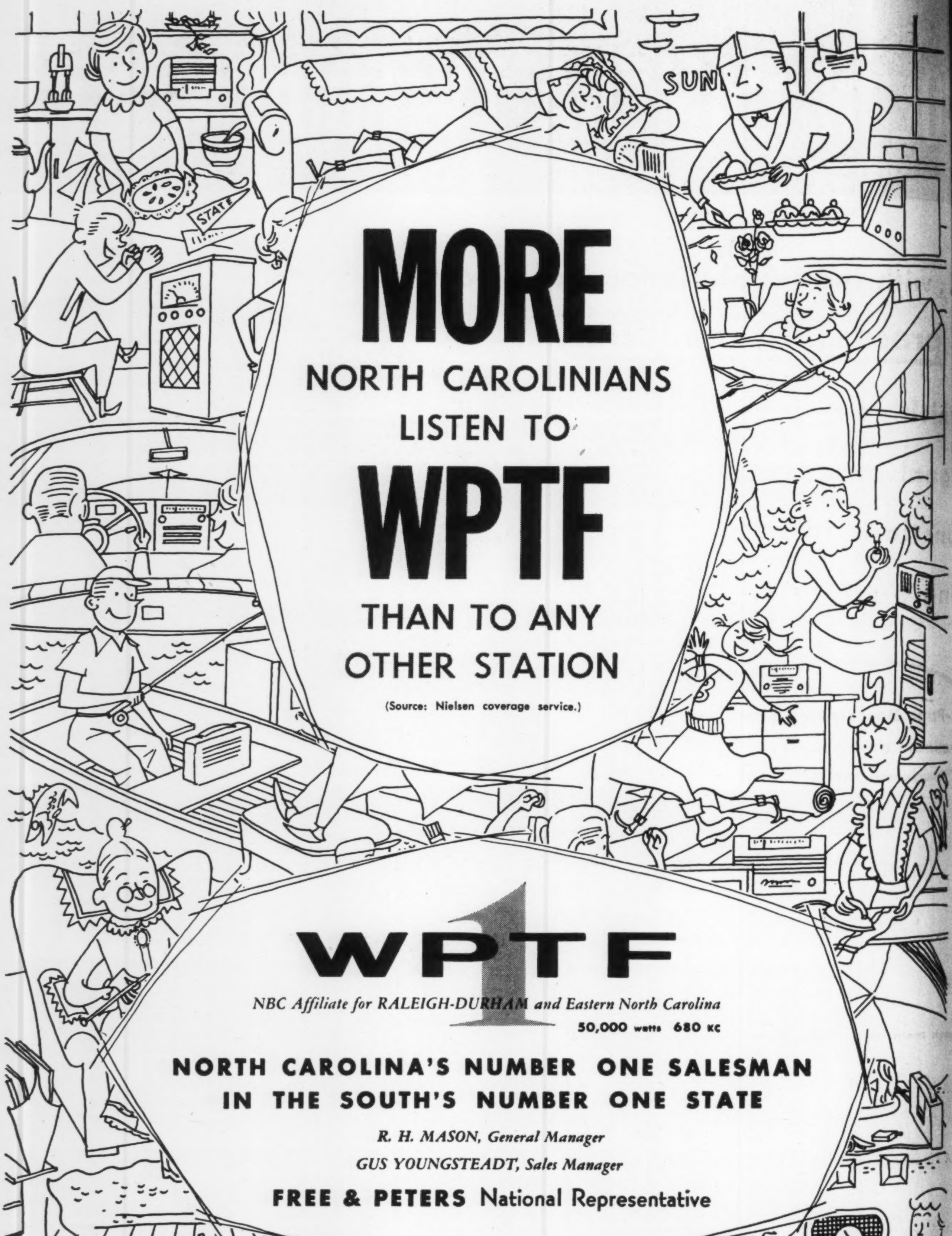

KINESCOPE
OSCILLOSCOPE
SHADING
PEDESTAL
GAIN
GAMMA
PANEL ILLUM

*RCA Pioneered and Developed Compatible Color Television*

View of Processing Amplifier with front shelf removed

**RADIO CORPORATION of AMERICA**

**ENGINEERING PRODUCTS DIVISION** **CAMDEN, N.J.**



# MORE
## NORTH CAROLINIANS
## LISTEN TO
# WPTF
## THAN TO ANY
## OTHER STATION

(Source: Nielsen coverage service.)

# WPTF 1

*NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina*

**50,000 watts 680 KC**

**NORTH CAROLINA'S NUMBER ONE SALESMAN**
**IN THE SOUTH'S NUMBER ONE STATE**

*R. H. MASON, General Manager*
*GUS YOUNGSTEADT, Sales Manager*

**FREE & PETERS** National Representative

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BROADCASTING
TELECASTING

September 19, 1955

Vol. 49, No. 12

# FALL-WINTER DRIVE OPENED BY CBS RADIO AFFILIATES

**Stations hold cooperative meeting with network officials as new segmented selling plan gets underway. Network's rate cut makes them unhappy but in general they figure programming structure is stronger than that offered by competitors.**

CBS RADIO network and some 200 of its affiliated stations face the 1955-56 season convinced that they lead the field but wondering if there is any profit in the existing aural network scheme.

At the CBS Radio Affiliates Assn. meeting held in Detroit Tuesday-Wednesday, network and station spokesmen worked over their common problems in a quiet, confident series of conferences after hearing some of the toughest competitive talk in recent years from John Karol, CBS Radio Network sales vice president.

Mr. Karol said the network hopes to have more commercial time sold than all the other three networks combined, with CBS Radio soon to run 90% ahead of NBC Radio (see story page 44).

The affiliates listened to a series of presentations on programming and the Segmented Selling Plan. This plan offers a 200-station-plus network five-minute program segment for a base $2,100 (see facsimile page 44).

After a day-and-a-half of meetings, the affiliates adopted a warm resolution praising the network for its program and sales initiative and its cooperation with stations.

The atmosphere was remarkably cordial last week, despite the recent income-slashing one-year contracts that equalize day-night rates and carry a 20% compensation cut.

Nobody appeared happy about the lower rates, but practically all affiliates contacted informally by B•T thought the program lineup was far ahead of NBC programming. There was pretty general agreement that they much prefer the CBS Radio sale of big-name program segments to NBC's *Monitor* with its lively and unexpected pickups even though it might be merely the lesser of two evils.

While the disclosure that CBS Radio has increased its program budget 29% for the fourth quarter and is expanding its sales staff "contrary to other network trends" was accepted as evidence of the network's determination to rank No. 1 in the radio field, affiliates still had plenty of private gripes that were kept off the floor.

They sounded like this:

"We get a little more than *Monitor* gives but it isn't much."

"Segmented selling takes less station time than *Monitor*."

"I guess we can't do any better."

"Big stations take a beating. The smaller stations get good programming for the sale of adjacencies."

"Wait till they start clearing time during the basketball season."

"'Most segmented selling is at night and we aren't getting any network revenue then anyhow."

"We're partly a spot network, even if it isn't as bad as *Monitor*."

"Is there any satisfaction in having a heart attack because your neighbor is worse off with cancer?"

Even so, they applauded Arthur Hull Hayes, president of CBS Radio, when he opened the meeting with the comment, "CBS Radio has definitely turned the corner," and when he closed it Wednesday with this observation, "I think we have accomplished much."

One metropolitan station executive who is unhappy about the whole trend offered this poser:

"How can we sell national spot to advertisers when they can get it at a discount house?" He had a lot of company.

**CURVE STARTS UP**

IN this issue B•T presents a comprehensive series of articles analyzing radio in mid-1955. The 144-page section containing these articles begins on page 51.

Affiliates informally endorsed the CBS Radio thought back of segmentation—people are creatures of habit and like to tune in the same program or personality at the same time each day, or each week. This, they were reminded, is the opposite of *Monitor*.

They kept talking about the CBS Radio promise that it will not become a "spot network," the term used in referring to the *Monitor* idea.

Final act of the affiliates' convention was adoption of a resolution paying tribute to John F. Patt, WJR Detroit, for his service as chairman of the association board and his industry leadership. Mr. Patt has been inactive since he suffered a heart attack in May. The resolution was offered by John E. Fetzer, head of the Fetzer Stations.

Kenyon Brown, KWFT Wichita Falls, Tex., was elected 1955-56 board chairman. He has been serving as interim chairman during Mr. Patt's illness and was association head in the 1953-54 period. F. C. Sowell, WLAC Nashville, Tenn., was elected vice chairman, a new post. New members elected to the board were Frank Fogarty, WOW Omaha; Worth Kramer, WJR Detroit, and Max Ryder, WBRY Waterbury, Conn. Mr. Ryder was elected secretary-treasurer.

Mr. Brown told B•T after the meeting that the two days of conferences were conducted in a cooperative spirit. "We came here mainly to help keep CBS Radio the No. 1 network," he said. "We had already modified our deal with the network, effective Aug. 25. We're not arguing about anything. The purpose of our affiliates' meeting was to take what we have—our rates and other contractual arrangements and resources—and make them work.

"Legally we're tied to each other for a year. This isn't a platform for negotiations. Instead we have been defining our position. Columbia has assured us they won't try to give us a *Monitor* deal but just the segmented programs. They assure us they won't become a 'spot network'."

Frank Stanton, president of CBS Inc., told affiliates at the Tuesday luncheon that the network will be 21 years old next month. Tracing the industry's growth, he said the public has spent $13 billion on sets and servicing since 1922; advertisers have invested $8 or $9 billion; fixed assets in stations and network facilities bring the total to "truly colossal" figures.

Noting that factories turned out 8 million radios in the first 32 weeks of 1955, Mr. Stanton said the figure is 45% over 1954. Looking into the future, with its technological advances, he said, "We are in sight of a new goal; portability, cheapness and convenience." He told affiliates they were sitting on a mighty force, and told them to feel under their chairs. Taped to the seats were envelopes containing transistors, used in miniature sets. "Radio will always provide the quickest, most flexible and intimate link between individuals and the great world at large," he predicted, adding, "Elements of a new stability are at hand."

Mr. Stanton left the sales, programming, promotion and other tasks to CBS Radio staff executives. Speaking for the network were Howard G. Barnes, vice president in charge of network programs; Guy della Cioppa, Hollywood program vice president; Sig Mickelson, news-public affairs vice president (CBS Inc.); Carroll Hansen, news-sports coordinator; Mr. Karol; Mr. Hayes; Sherril Taylor, Louis Dorfsman, co-directors sales promotion and advertising; Murry Salberg, program promotion manager; George Crandall, press information director; Richard Golden, sales presentations director, and Arnold Benson, stations promotion service director.

In its fall programming, CBS Radio will emphasize featured programs with name artists, plus five-minute newscasts on the hour most

## SEGMENTED PROGRAMS

### PLAN 1

All rates shown include talent and time of the full U. S. Network per five-minute segment on a fixed weekly schedule of uninterrupted broadcasting and are subject to 15% commission to advertising agencies recognized by CBS Radio.

SEGMENTED PROGRAMS AFTER 6 P.M. CNYT

| NUMBER OF CONSECUTIVE WEEKS | 1 PER WEEK | 2 PER WEEK | 3 PER WEEK | 4 PER WEEK | 5 OR MORE PER WEEK |
|---|---|---|---|---|---|
| 1–11 | $2,100 | $2,085 | $2,070 | $2,055 | $2,040 |
| 12–21 | 2,040 | 2,025 | 2,010 | 1,995 | 1,980 |
| 22–31 | 1,980 | 1,965 | 1,950 | 1,935 | 1,920 |
| 32–41 | 1,920 | 1,905 | 1,890 | 1,875 | 1,860 |
| 42–51 | 1,860 | 1,845 | 1,830 | 1,815 | 1,800 |
| 52 or more | 1,800 | 1,785 | 1,770 | 1,755 | 1,740 |

SEGMENTED PROGRAMS BEFORE 6 P.M. CNYT
SATURDAY AND SUNDAY

| NUMBER OF CONSECUTIVE WEEKS | 1 PER WEEK | 2 PER WEEK | 3 PER WEEK | 4 PER WEEK | 5 OR MORE PER WEEK |
|---|---|---|---|---|---|
| 1–11 | $1,800 | $1,785 | $1,770 | $1,755 | $1,740 |
| 12–21 | 1,740 | 1,725 | 1,710 | 1,695 | 1,680 |
| 22–31 | 1,680 | 1,665 | 1,650 | 1,635 | 1,620 |
| 32–41 | 1,620 | 1,605 | 1,590 | 1,575 | 1,560 |
| 42–51 | 1,560 | 1,545 | 1,530 | 1,515 | 1,500 |
| 52 or more | 1,500 | 1,485 | 1,470 | 1,455 | 1,440 |

### PLAN 2

All rates shown include talent and time of the full U. S. Network per five-minute segment within a period of one year and are subject to 15% commission to advertising agencies recognized by CBS Radio.

| NUMBER OF BROADCASTS | SEGMENTED PROGRAMS AFTER 6 P.M. CNYT | SEGMENTED PROGRAMS BEFORE 6 P.M. CNYT SATURDAY AND SUNDAY |
|---|---|---|
| 1– 19 | $2,100 | $1,800 |
| 20– 39 | 2,040 | 1,740 |
| 40– 59 | 1,980 | 1,680 |
| 60– 99 | 1,920 | 1,620 |
| 100–174 | 1,860 | 1,560 |
| 175–259 | 1,800 | 1,500 |
| 260–and up | 1,740 | 1,440 |

Purchases of segmented programs under Plan 1 and 2 may not be combined with each other or with any other purchases for determining discounts. Within each plan, segmented programs after 6 P. M. CNYT may be combined with segmented programs before 6 P. M. CNYT Saturday and Sunday in determining the price per segment.

CBS' newest radio rate card, No. 37, follows a normal pattern except for one addition—a pocket on the inside back cover that specifies two brackets of rates for the Segmented Selling Plan. Here is a facsimile of the rates for this innovation in network selling (see CBS Radio stories in adjoining columns).

every hour and substantially increased dramatic fare. Dramas include two evening strips, 8-8:30, *My Son Jeep* with Paul McGrath and *Yours Truly, Johnny Dollar* with Gerald Mohr. Liggett & Myers has bought the Sunday night *Gunsmoke*. Edgar Bergen will be supported by the Ray Noble orchestra in a 7:05-8 p.m. Sunday segmented program.

While the new Segmented Selling Plan is a night project, it will be used over weekends prior to 6 p.m. Already scheduled are *Galen Drake*, Sat., 10:05-11 a.m., homey variety; *Robert Q. Lewis*, Sat., 11:05-12 noon and *On a Sunday Afternoon*, Sun., 4-6 p.m., musical with Del Sharbutt as m. c.

Affiliates cheered the announcement at the Tuesday banquet that *$64,000 Question* will open on CBS Radio Oct. 4 as a simulcast. They had just listened to the audio portion of the telecast. Hal March, m.c., spoke at the Wednesday luncheon, reminding that millions more will hear the program on radio. He recalled his early days with CBS when the *Sweeney & March* show, first CBS house-built program, ran 89 weeks sustaining.

Some affiliates voiced annoyance that only five minutes of an hour-long program might be sold by the network, depriving them of the chance to sell any of this time locally. Network officials said they naturally would prefer to sell whole programs instead of segments or 7½-minute segments of strips but explained many advertisers like the "scatter" policy.

Mr. Michelsen said the radio network has 10 hours 35 minutes of news time sold already compared to 10 hours 40 minutes in 1945 at the peak of war news interest. He predicted the total will pass 11 hours by mid-autumn, setting a new record. He said use of tape recorders in news broadcasts is often abused.

Autumn program promotion, according to Mr. Salberg, includes kits with 100-word and 40-word announcements and station breaks; disc jockey, homemaker and news announcements; publicity stories, biographies and photos; ad mats and proofs, and exploitation suggestions. Daytime programs will be supported by network on-the-air announcements starting today (Monday), when 85% of all announcements will be devoted to this mission. An intensive buildup of network announcements continues to Oct. 2 when most new schedules will be in effect.

Mr. Dorfsman, sales promotion-advertising coordinator, urged affiliates to use more and better advertising of big name attractions.

Mr. Taylor, co-director of sales promotion and advertising, said network radio no longer draws "blank looks on the part of the advertiser." He discussed trade paper advertising and outlined day and night presentation booklets.

Entertainment was provided at the banquet by Jack Carson, Gary Crosby, Tex Beneke orchestra, Somethin' Smith and the Redheads, Honey Brothers and the WJR Detroit Make Way for Youth Chorus, plus the *$64,000 Question* audio pickup.

CONVENTION session was held by CBS Radio Affiliates Assn. Board of Directors at Detroit last Monday. Left to right (bottom row): Max Ryder, WBRY Waterbury, Conn., new secretary-treasurer; Saul Haas, KIRO Seattle; Hugh B. Terry, KLZ Denver; Kenyon Brown, KWFT Wichita Falls, Tex., new chairman; Don Thornburgh, WCAU Philadelphia, replacing C. T. Lucy, WRVA Richmond, Va., who retired after more than decade of service; Worth Kramer, WJR Detroit. Top row: John M. Rivers, WCSC Charleston, S. C.; Arnold Schoen, WPRO Providence, retiring secretary-treasurer and director; Mr. Lucy; Geoge D. Coleman, WGBI Scranton, Pa.; F. C. Sowell, WLAC Nashville, new vice chairman, and Victor A. Sholis, WHAS Louisville.

MR. KAROL

# CBS RADIO AHEAD OF NBC—KAROL

### Network sales executive says block programming of names, drama, will put CBS Radio way out in front of rival for autumn.

CBS RADIO, featuring block programming of name talent and dramas, is leaving NBC Radio far behind in the autumn battle for advertisers and listeners, John Karol, sales vice president, said in a stirring and bluntly competitive talk last week to CBS Radio affiliates in Detroit (see main story, preceding page).

Mr. Karol named names, and added some adjectives and statistics for emphasis, as he told how CBS Radio is meeting NBC Radio's *Monitor* competition with an "unspectacular concept" based simply on "programs that attract the largest audiences in network radio."

And he added without need of a leer or smirk, "It's a schedule which, if it were matched by tough programming competition, would still

### WHEELS AND WHEELS

NEWEST audience for radio is the bicycle-riding public, according to Arthur Hull Hayes (right), CBS Radio president, who demonstrates how to turn on the battery-operated set in the Huffy bicycle line. Taking it all in are J. Leonard Reinsch (leaning over), Cox stations, and Kenyon Brown, KWFT Wichita Falls, Texas, new CBS Radio affiliates chairman. The two bikes were given to lucky affiliates in a drawing at the Wednesday luncheon of the CBS affiliates meeting. The two models rode the bikes into the room, with radios playing (tuned to CBS-affiliated WJR Detroit, of course).

be outstanding." To back up this crack, Mr. Karol said the daytime schedule on weekdays "is a solid front of the most popular attractions, with increasingly big audiences, and with uncontested preference by listeners in television homes." In the evening, he said, are Allen Jackson, Lowell Thomas, Ed Murrow, Charles Collingwood, Robert Trout, Eric Sevareid, Tennessee Ernie, Bing Crosby, Amos 'n' Andy, Jack Carson, *Two for the Money*, Arthur Godfrey and *$64,000 Question*. He added such weekend features as Robert Q. Lewis, *Gunsmoke, Woolworth Hour, Philharmonic,* Edgar Bergen, *Our Miss Brooks* and others.

Discussing the new Segmented Selling Plan, with its separate rate structure, he said 17 night strip programs have been sold already "and we're just getting underway." An advertiser, by this plan, "can reach a bigger weekday audience now than in 1948 and for half the money."

Getting specific, he explained that for $50,000 in a week an advertiser can reach 49 million homes and over six million autos, a total of 55 million families, or a net of some 24 million different families and 44 million different people.

"Never in the history of network radio have there been such large audiences for so little money," he said, adding, "Compare all advertising media and you'll find CBS Radio gives you the biggest audience for the least money."

Mr. Karol took a penetrating look at tv as well as NBC Radio, observing, "Many of our programs are increasing their reach into tv homes well out of proportion to the growth of tv homes; 20% more homes are using radio than television in the daytime." He said figures are being developed on the amount of non-tv viewing in the home—time that the set is on and measured but when the housewife isn't in the same room.

After commenting on "the virtual program vacuum of major competitors," Mr. Karol said that for the average week in October "CBS Radio is running about 90% ahead of NBC in total hours sold even if we include a liberal allowance of giveaway business on *Monitor*." He claimed the "once strong NBC afternoon schedule is crumbling gradually but persistently."

CBS is spending "a lot of money" in serials, he explained, with Procter & Gamble and General Foods carrying some of the strong serials they control in the same periods on CBS Radio. Colgate has dropped a full hour on NBC weekdays, he said, with Toni dropping "everything" from NBC to become an exclusive CBS Radio client. P&G has assured it will continue to carry its daytime network business on CBS Radio in case additional cuts are made.

Mr. Karol specified some of the competitive angles, including abandonment of *Monitor* by two of its "largest users," Chevrolet and Philip Morris; dropping of *Dragnet* on NBC by Liggett & Myers with reinstatement of *Gunsmoke* on CBS; continuance of *Two for the Money* on CBS by Old Gold while dropping *Truth or Consequences* on NBC Radio; dropping of *People Are Funny* on NBC by Toni.

He reminded that "some of our daytime strips have larger daily audiences than 16 or more of their tv counterparts," with tv costs running four-to-one over radio. Daytime serials provide a balance between audience turnover and audience frequency, he said, with daytime tv experiencing "more rating failures than successes in soap opera." He predicted tv serials will become "less of a competitor" for radio.

The new CBS Rate Card No. 37 calculates all rates for time units in percentage of gross hourly rate, Mr. Karol said. He explained the new buying formula allows an advertiser to buy smaller segments of more programs, reaching a far larger audience. Smaller advertisers, he said, can use national radio with enough frequency to impress his own salesmen, distributors and dealers as well as consumers.

A separate Segmented Selling Plan rate schedule (see facsimile, page 44) has a base rate for the full U. S. network rate after 6 p.m. of $2,100 for a single weekly segment, or $1,800 before 6 p.m. on Saturday and Sunday, under Plan No. 1. Plan No. 2 has a $2,100 rate also but with variations in discounts.

The new card has brought increased use of CBS Radio by such sponsors as Brown & Williamson, Longines-Wittnauer, Liggett & Myers, Wrigley and Philip Morris, Mr. Karol said.

He noted that the network is exploring use of more simulcasts, or radio versions of tv programs, including *Talent Scouts, Two for the Money* and *$64,000 Question*.

He said the network is losing $800,000 a year because the average network program is not carried by 7% of stations, with 9% carrying commercial programs on a delayed basis.

MR. STANTON

## Auto Maker Lauds Radio Effectiveness

WITH communications the most important problem in the automotive industry, "radio affords us an effective way of contacting the the public," George Romney, president of of American Motors Co., said Wednesday in a talk to CBS Radio affiliates in Detroit.

Mr. Romney was one of a score of automotive and agency guests of the affiliates. He said Leo Egan, WBZ Boston sportscaster, "is doing a most effective job in New England—a terrific job of selling our product."

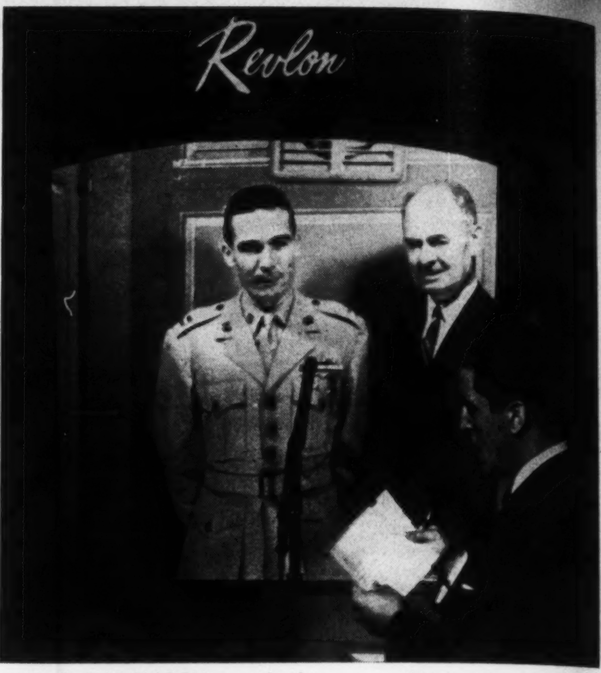
New American models, including a brand new version of the Nash Rambler, will start appearing in November. Mr. Romney said the company plans to buy radio for the new models. The company currently sponsors *Disneyland* on ABC-TV and some local programs, including *Secret File, USA* on WWJ-TV Detroit.

Mr. Romney said his interest in radio started when he "married into it." He is a son-in-law of the late Harold Lafount, a member of the original Federal Radio Commission. He recalled that Mr. Lafount had been concerned about the length of station licenses in radio's early days, feeling they needed longer licenses if they were to do an adequate job and be a credit to this new field of communications.

Luncheon guests included Frank L. Orth, R. H. Crooker, Tom Adams and Norman Jackman, of Campbell-Ewald; Robert J. Fisher, Mercury Div.; Cal Georgi Jr., D. P. Brother & Co.; Henry M. Jackson, J. Walter Thompson Co.; John W. Garberson, N. W. Ayer & Son; Kelso M. Tager, McCann-Erickson; William B. Everson, Robert K. Edmonds, Robert D. Shaw and Bill Davis, MacManus, John & Adams; Wallace A. Scotten, James C. Zeder and Bruce E. Miller, Plymouth Div.; Jim Wilson, Ferry Morse Seed Co.

# NO QUESTION THAT IT SELLS

## REVLON STRIKES GOLD IN '$64,000' SHOW, NOW ADDS RADIO AFTER LIPSTICK SELLOUT



M. C. HAL MARCH puts the big one to Marine Capt. Richard S. McCutchen and 'advisor', his father, retired Navy Capt. John C. McCutchen. As the nation knows, he won.

THERE will be a *$64,000 Question* as usual this week.

But there will be no Living Lipstick commercial on the CBS-TV program.

The reason—Revlon Products Corp. is completely sold out of Living Lipstick, a product introduced on *Question* when it took the air last June 7.

All the crates and bins are empty. There isn't any more.

The Revlon people can't get enough of the ingredients that go into this tv-promoted product.

Enjoying the fruits of one form of broadcast promotion, they are going into the other one—radio. Starting Oct. 4, *$64,000 Question* will be a simulcast. It will be effective, judging by the reaction of 225 CBS Radio affiliates who heard the audio portion of last Tuesday's $64,000 competition at their Detroit meeting (see story page 43).

Wendy Barrie will voice no Living Lipstick commercial tomorrow (Tuesday) night, but there sure enough will be a commercial, or two or three. After all, Revlon is handing out an average of $12,205 a week in prizes ($183,072 total since June 7), plus two Cadillacs and the time and program charges.

This week's commercial will promote Revlon's Touch & Glow (liquid makeup foundation), according to Norman B. Norman, president of Norman, Craig & Kummel, New York, agency.

Mr. Norman told B•T that during August the sales of all Revlon products—not just those advertised on the show, went up approximately 75% over the five weeks in August last year. But the products advertised on the show went up 100% in the same time, he said.

In addition, the Living Lipstick which was introduced as a new product on the program, is completely sold out, according to Mr. Norman, who added that the factory has increased its staff of personnel handling mail orders and phone calls from stores all over the country. These stores are not waiting to handle orders via salesmen but have been calling the factory direct.

The agency has been forced to withdraw its commercial for Living Lipstick from the next show because there isn't any to sell, Mr. Norman said, so the coming commercial will promote Touch & Glow. The factory shortage is caused by unexpected demand and the fact they are short of cases and chemicals because Revlon did not anticipate the great flood of orders.

"Revlon accounts for 30% of all the lipstick sales in the nation and is the No. 1 seller," he explained.

Last Tuesday's *Question* drew an estimated audience of 50 million people in over 16 million homes, judging by a special Trendex 49.6 rating and 84.8% share of audience viewing tv (sets-in-use in tv areas reached by stations carrying program in Trendex cities). Trendex showed a 3.3% rating for *Truth or Consequences* and 1.9 rating for *The Name's the Same.*

*Question* is carried on the largest live tv network in current use, 139 stations plus four carrying the delayed version. *Toast of the Town* has 136 live stations but adds around 40 via delayed broadcast.

Hal March, m.c. of the program, gave the CBS Radio affiliates a few inside looks into the impact of *Question* last Wednesday when he was guest of the Detroit affiliates meeting. Here are a few samples:

- Bookmakers gave odds of around 4 to 1 that the Marine captain would go for the $64,000.
- Las Vegas casinos are deserted during the Tuesday evening telecast.
- California bars with tv sets put on extra bartenders that evening.
- The Marine, like other participants, was signed for *Toast of the Town.*

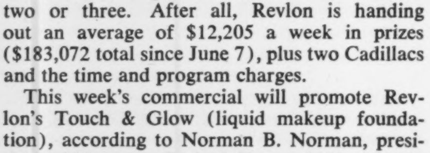
Having broken into radio via CBS, Mr. March recalled that the Sweeney & March radio program was the first CBS house-built production. "It ran 89 weeks—89 *sustaining* weeks," he added.

Commenting on the "good news" that *Question* will go on CBS Radio Oct. 4, Mr. March said, "I still believe strongly in the tremendous strength of radio. They told me when I arrived here that last night's telecast held up well without the picture, judging by the applause from you affiliates.

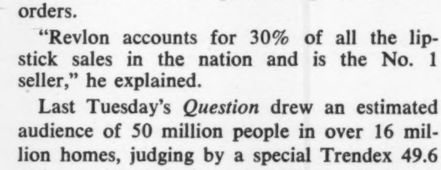
"There are millions who don't see the telecast. Now they, too, can take part in the program by tuning in the aural version."

The Louis G. Cowan Inc. production is handled by Steven R. Carlin, of the Cowan firm, as executive producer. He organizes the proceedings and watches the questions as well as other details. Joseph Cates is production director and Mert Koplin is co-producer.

At the Federal Wholesale Druggists Assn. meeting in White Sulphur Springs, W. Va., Tuesday evening, Larry Barrett, of Pfeizer (pharmaceutical house), who was chairman of the entertainment committee, delayed his introduction of Steve Allen (NBC m.c.) long enough to announce, "The Marine answered the $64,000 question." The druggists cheered and cheered, after which the m.c. took up his chore.



NO MORE lipstick. Wendy Barrie's commercials will now concentrate on other products, like this one for nail polish.



REVLON PRESIDENT Charles Revson hands the check for the first $64,000 payoff to Capt. McCutchen.

# SIX MAJOR RADIO-TV ADVERTISERS SQUARE AWAY WITH SPOT CAMPAIGNS

**Two of the clients are stepping up radio budgets as aftermath of successful tests in medium last year. Gaines Dog Food sets up new district in eastern Pennsylvania and starts tv announcements on approximately 20 stations.**

AT LEAST a half-dozen advertisers are preparing to kick-off radio-tv spot campaigns in late September and early October.

The advertisers are Chapstick, Cherry Kijafa Wine, Sacramento Tomato Juice, Papermate Pens, Gaines Dog Food, and the Insurance Co. of America.

Morton Mfg. Co (Chapstick) Lynchburg, Va., will launch its campaign on Oct. 3-10-17 in 42 radio markets using early morning and early evening time and appealing primarily to the male audience.

The campaign is the result of radio's effectiveness last year, for when Chapstick started testing radio spots last year it used a few markets in October and gradually increased until by November it had bought spots in 40 markets. This year the firm is starting out with 42 markets and may increase that number by the end of the year.

Frequency in this year's schedule runs from three to five times weekly and contract is for 13 weeks. Last year the contract ran for six weeks. Lawrence Gumbinner, New York, is the agency.

Browne Wittners (Cherry Kijafa Wine), New York is another client that used radio so successfully last year that this season the entire budget is going into a radio spot campaign in Los Angeles and Chicago, starting Sept. 26 for 13 weeks. Agency again is Lawrence Gumbinner, New York.

### Tomato Juice Spots

Sacramento Tomato Juice, New York, is buying a radio spot announcement campaign in New York and Philadelphia, effective Sept. 26 for 13 weeks, also through Gumbinner.

Papermate Pens, New York, through the New York office of Foote, Cone & Belding is preparing a four-week campaign in 20 major eastern markets, effective Oct. 1. The Los Angeles office of Foote, Cone & Belding also is preparing a campaign to be placed in the western part of the country.

Gaines Dog Food, New York, is adding a new district—eastern Pennsylvania—to its list of television stations carrying spot announcements. The new district includes about 20 stations. Benton & Bowles, New York, is the agency.

Insurance Co. of America, through N. W. Ayer & Son, New York, is placing a radio spot announcement campaign for six weeks in four states, effective today (Monday).

## Aero-Mayflower Starts Heavy Newscast Schedule

PURCHASE by Aero-Mayflower Transit Co., Indianapolis, of 15 five-minute newscasts per week, Monday through Friday, on the full ABC Radio network, starting today (Monday), was hailed last week by ABC Radio as "one of the largest purchases of morning and evening weekday programming on network radio in the past three years."

More than 500 local Mayflower agents will take part in the campaign with local station chainbreak purchases in ABC Radio markets. The advertiser used for its entry into network radio saturation news programming on ABC Radio successfully last winter, the network noted, adding that the new purchase represented an expansion. Newscasters for the morning and evening news: Les Griffith in the eastern and central time zones and Bob Garred for mountain and Pacific stations. Agency is Caldwell, Larking & Sidener-Van Riper, Indianapolis.

# TV SPOT DATA TO BE OFFERED

**Television Bureau of Advertising arranges with N. C. Rorabaugh Co. to issue regular breakdowns on spending.**

BREAKDOWNS showing the spot television advertising expenditures of the country's national advertisers will be issued by Television Bureau of Advertising under an agreement being announced today (Mon.) by TvB and N. C. Rorabaugh Co., which will compile the information.

Oliver Treyz, president of TvB, and N. C. (Duke) Rorabaugh, head of the Rorabaugh organization, said tv spot spending by companies and by brands would be reported, with the first breakdown to cover the fourth quarter of 1955 and to be issued early in 1956.

This development, Mr. Treyz commented, "removes from the 'secret' list an approximate $275 million which national advertisers will invest in spot television this year." He continued:

"Also it eliminates a situation whereby various trade journals and competing media have measured television as defined strictly by its network facility dimension, as regularly reported by PIB. Spot television, therefore, is one of the last major elements of advertising, whose spot expenditures are lifted out of 'mystery and haze' and into 'light and focus.'"

### Rorabaugh Accuracy Cited

The selection of the Rorabaugh firm, Mr. Treyz said, was based on two factors: goodwill of the industry, and accuracy. He added that checks by TvB revealed that various Rorabaugh test runs closely matched the known spot expenditures of various key advertisers.

Mr. Rorabaugh offered this comment:

"This development, which can reflect only to the advantage of the tv broadcasters themselves, results directly from their far-sightedness and cooperation in supplying the basic data published in the quarterly *Rorabaugh Report on Spot Television Advertising* since 1948. This is a significant milestone. It is the first time organizational and financial arrangements have been made for dollar expenditures in spot."

## LATEST RATINGS

### NIELSEN

Top 10 Radio Programs

Two Weeks Ending Aug. 13

| Rank | Program | Homes (000) |
|---|---|---|
| Evening, Once-a-week (Average for all Programs) | | (601) |
| 1 | Dragnet (NBC) | 1,341 |
| 2 | People Are Funny (Toni) (NBC) | 1,202 |
| 3 | People Are Funny (Paper Mate) (NBC) | 1,156 |
| 4 | Godfrey's Scouts (CBS Columbia) (CBS) | 1,156 |
| 5 | Best of Groucho (NBC) | 1,110 |
| 6 | All Star Football Game (MBS) | 1,110 |
| 7 | Your Land & Mine (NBC) | 1,017 |
| 8 | Gene Autry Show (CBS) | 971 |
| 9 | Godfrey's Scouts (Lipton) (CBS) | 925 |
| 10 | Treasury Agent (MBS) | 879 |
| Evening, Multi-Weekly (Average for all Programs) | | (601) |
| 1 | News of the World (NBC) | 1,156 |
| 2 | Fibber McGee & Molly (Participating) (NBC) | 925 |
| 3 | Lowell Thomas (CBS) | 925 |
| Weekday (Average for all Programs) | | (1,249) |
| 1 | Ma Perkins (CBS) | 2,035 |
| 2 | Road of Life (CBS) | 1,988 |
| 3 | Guiding Light (CBS) | 1,988 |
| 4 | Our Gal, Sunday (Amer. Home) (CBS) | 1,942 |
| 5 | Helen Trent (Amer. Home) (CBS) | 1,896 |
| 6 | This Is Nora Drake (Bristol-Myers) (CBS) | 1,896 |
| 7 | Perry Mason (Procter & Gamble) (CBS) | 1,804 |
| 8 | House Party (Hawaiian Pineapple) (CBS) | 1,804 |
| 9 | Helen Trent (General Foods) (CBS) | 1,757 |
| 10 | Young Dr. Malone (Sleep-Eze) (CBS) | 1,711 |
| Day, Sunday (Average for all Programs) | | (370) |
| 1 | Woolworth Hour (CBS) | 971 |
| 2 | Robert Trout-News (9:55 a.m.) (CBS) | 786 |
| 3 | Nick Carter (MBS) | 694 |
| Day, Saturday (Average for all Programs) | | (647) |
| 1 | Gunsmoke (CBS) | 1,341 |
| 2 | Allan Jackson-News (12:00) (CBS) | 1,017 |
| 3 | Allan Jackson-News (1:15) (CBS) | 925 |

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### PULSE

Top 20 Regularly Scheduled Once-a-Week Tv Shows

| | Rating | |
|---|---|---|
| | Aug. | July |
| $64,000 Question (CBS) Tues. | 40.6 | 35.1 |
| Toast of the Town (CBS) Sun. | 32.8 | 34.6 |
| Dragnet (NBC) Thurs. | 29.8 | 31.4 |
| This Is Your Life (NBC) Wed. | 25.2 | 28.6 |
| GE Theatre (CBS) Sun. | 24.4 | 22.7 |
| Lux Video Theatre (NBC) Thurs. | 24.4 | 26.7 |
| I've Got a Secret (CBS) Wed. | 24.3 | 25.8 |
| Best of Groucho (NBC) Thurs. | 23.5 | 26.8 |
| Two for the Money (CBS) Sat. | 23.4 | 25.6 |
| Ford Theatre (NBC) Thurs. | 22.4 | 24.7 |
| Godfrey's Talent Scouts (CBS) Mon. | 21.8 | 23.7 |
| Stage Seven (CBS) Sun. | 20.7 | |
| Disneyland (ABC) Wed. | 20.4 | 22.2 |
| Robert Montgomery (NBC) Mon. | 20.3 | 22.7 |
| Burns and Allen (CBS) Mon. | 20.1 | 22.4 |
| Four Star Playhouse (CBS) Thurs. | 19.7 | 20.4 |
| What's My Line? (CBS) Sun. | 19.6 | 21.7 |
| Millionaire (CBS) Wed. | 19.4 | 19.9 |
| Climax (CBS) Thurs. | 19.3 | |
| Private Secretary (CBS) Sun. | 19.1 | |

Top 10 Regularly Scheduled Multi-Weekly Tv Shows

| | Rating | |
|---|---|---|
| | Aug. | July |
| Guiding Light (CBS) Mon-Fri. | 11.2 | 11.6 |
| Howdy Doody (NBC) Mon.-Fri. | 10.9 | 12.7 |
| Search for Tomorrow (CBS) Mon.-Fri. | 10.6 | 11.4 |
| Love of Life (CBS) Mon.-Fri. | 10.4 | 11.1 |
| CBS News (CBS) Mon.-Fri. | 10.2 | 10.4 |
| Pinky Lee (NBC) Mon.-Fri. | 9.9 | 10.9 |
| Strike It Rich (CBS) Mon.-Fri. | 9.8 | |
| Big Payoff (CBS) Mon.-Fri. | 9.7 | 10.2 |
| News Caravan (NBC) Mon.-Fri. | 9.5 | 10.4 |
| Arthur Godfrey (CBS) Mon.-Thurs. | 9.2 | 10.6 |

### TRENDEX

Top 10 Ratings for Evening Network Television

Week of Sept. 1-7

| Rank | Program | Homes % |
|---|---|---|
| 1. | $64,000 Question (CBS) | 40.3 |
| 2. | I've Got a Secret (CBS) | 25.3 |
| 3. | Toast of the Town (CBS) | 24.8 |
| 4. | Video Theatre (NBC) | 24.5 |
| 5. | Spotlight Playhouse (CBS) | 23.8 |
| 6. | Robert Montgomery (NBC) | 22.5 |
| 7. | Medic (NBC) | 22.3 |
| 8. | Two for the Money (CBS) | 21.6 |
| 9. | Dragnet's Best (NBC) | 21.2 |
| 10. | Person to Person (CBS) | 20.9 |

# Philip Morris Plans New Colors Campaign

### Cigarette company slates $1.5 million advertising campaign to run for six weeks, utilizing all media, to promote the change in color of the Philip Morris package.

DETAILS of a "Retina Retention" advertising campaign, which will be employed by Philip Morris Inc. on radio and television and in printed media to launch its new red, white and gold package for its regular and king-size Philip Morris cigarettes [B•T, Aug. 29], were announced in New York last week by O. Parker McComas, president.

The full-scale campaign on radio and television and in newspapers, supplements, magazines and billboards will start about Oct. 1. To emphasize the package change from brown to the three new colors, the campaign will be themed to a "pardon us while we change our dress" motif. The campaign on the package change in all media will continue for six weeks, and will cost an estimated $1.5 million. The cigarettes will be sold in the new package throughout the U. S. starting tomorrow (Tuesday).

On television, the campaign will consist of filmed spot announcements of various sizes to be placed on individual stations throughout the country. The copy will present three different models—tall, short and medium-sized girls—with different hair styles and coloring. The models will complete their "dress change" behind a screen which shows the old pack, and emerge in modern dress. The screen is turned around to reveal the new red, white and gold Philip Morris package.

ROGER GREENE (l), director of advertising for Philip Morris, and John R. Latham, brand manager, hold an impromptu meeting to discuss the color change.

On radio, Philip Morris will reach the nationwide nighttime CBS Radio audience through the use of segments of such programs as *Bing Crosby Show, Edgar Bergen and Charlies McCarthy,* and *Tennessee Ernie Show.*

The special advertising campaign was developed by the Biow-Beirn-Toigo Inc agency, in conjunction with Philip Morris officials, including Roger Greene, director of advertising; John R. Latham, brand manager, and Thomas Christensen, advertising manager. George Macgregor, vice president of Biow-Beirn-Toigo, supervises the account and Grover Silliman is the account executive.

## COLORCASTING

### Advance Schedule Of Network Color Shows

**CBS-TV**

| | |
|---|---|
| Sept. 24 | (9:30-11 p.m. EDT) *Ford Star Jubilee,* "Judy Garland Show," Ford Motor Co. through J. Walter Thompson. |
| Sept. 27 | (9:30-10 p.m. EDT) *Red Skelton Show,* S. C. Johnson & Son through Needham, Louis & Brorby and Pet Milk Co. through Gardner on alternate weeks. |
| Oct. 6 | (8:30 - 9:30 p.m. EDT) *Shower of Stars,* "Time Out for Ginger," Chrysler Corp. through McCann-Erickson. |

**NBC-TV**

| | |
|---|---|
| Sept. 19 | (8-9:30 p.m. EDT) *Producers Showcase,* "Our Town," Ford Motor Co. through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Grey and Al Paul Lefton agencies. |
| Sept. 19-23 | (11 a.m.-noon EDT) *Home,* color inserts daily at 11:45 a.m.-noon (also Sept. 26-30). Participating sponsors. |
| Sept. 19-23 | (5:30-6 p.m. EDT) *Howdy Doody.* (Also Sept. 26-30, Oct. 3-7, Oct. 10-14.) Participating sponsors. |
| Late Sept. | All World Series games played in New York will be telecast in color. Dates not definite. |
| Sept. 27 | (8-9 p.m. EDT) *Milton Berle Show.* Sunbeam Corp. through Perrin-Paus Co. and RCA and Whirlpool Corp. through Kenyon & Eckhardt. |
| Oct. 1 | (9-10:30 p.m.) *Max Liebman Presents,* "Heidi," Oldsmobile through D.P. Brother. |
| Oct. 9 | (7:30-9 p.m.) *Color Spread,* "Show Biz." Participating sponsors. |
| Oct. 15 | (2:45 - 5:30 p.m. EDT) NCAA Football, Notre Dame vs. Michigan State. Participating sponsors. |

**[Note: This schedule will be corrected to press time of each issue of B•T.]**

# Hollywood Ad Agency Formed

FORMATION of Lionel & Simons Inc., new advertising agency at 5444 Hollywood Blvd., Hollywood, Calif., was announced last week by the firm's two principals, Lionel Fink and J. L. Simons. Telephone is Hollywood 2-7429. Firm is placing radio for Empire Furniture Co., and Allied Furniture Co., and television for Cal-Bilt Upholstery Co. and Hudson Jewelers. All are Los Angeles area firms. Messrs. Fink and Simons formerly operated their own agencies there for five years.

# COMMON SENSE COPY URGED BY M-E's CONINE

### At luncheon honoring 25th anniversary of Los Angeles Better Business Bureau, McCann-Erickson executive says responsibility for honesty in advertising lies with everyone related to the business.

TO HELP keep advertising honest and to continue to raise its standards is the responsibility of "everyone allied with the advertising business," and particularly all media and media representatives who are constantly in contact with advertisers, William H. Conine, head of client service in the Los Angeles office of McCann-Erickson, last Tuesday told a luncheon meeting of newspaper, radio-tv and advertising representatives.

The luncheon, at the Statler Hotel there and sponsored by the Los Angeles Adv. Club, was part of a week-long (Sept. 12-17) program of activities in honor of the Better Business Bureau of Los Angeles, celebrating its 25th anniversary.

On Monday, at a luncheon in the Los Angeles Biltmore, Roger Arnebergh, city attorney, described to a gathering of more than 50 city, county, state and federal law enforcement officials the activities of the BBB and how that non-profit organization aids law enforcement agencies in tracking and exposing business concerns and "gyp artists."

Speaking on "The Place of Ideas and Integrity in the Advertising World," Mr. Conine suggested that "dishonest advertising is more the result of laziness than of any deliberate attempt to deceive. . . ." He called for more "common sense," more "sound, creative advertising ideas" to capture the public imagination, in place of "exaggeration and half-truths that accomplish at the most only temporary results and in the long run build distrust and skepticism for advertising. . . ." Guest of honor at the luncheon was Carl Bundy, former president of the Advertising Club.

Highlight of the week-long celebration was a Wednesday dinner meeting at the Beverly Hilton, attended by more than 600 members of the Los Angeles BBB. Paul C. Smith, president of the Crowell-Collier Publishing Co. and principal speaker at the dinner meeting, described how the BBB protects the public pocketbook from unethical promoters and concerns.

Founded in 1930, the BBB is financed by more than 2,000 reputable business, industrial and professional concerns in the Los Angeles area.

# Beech-Nut Television Debut To Feature Pediatrician

BEECH-NUT PACKING Co. (baby foods) Canajoharie, N. Y., will enter network television for the first time Oct. 9, when the firm will sponsor Dr. Benjamin Spock, pediatrician and author, on NBC-TV, Sun., 3-3:30 p.m. (EST). The show will explore questions of interest to parents of young children. Discussions will be by Dr. Spock who will be assisted by various parents during informal "swap sessions."

The series will be filmed in Cleveland, Ohio, where Dr. Spock is a visiting professor of child development at Western Reserve U. The show will be produced by William White Parish and directed by Charles K. Dargan, WNBQ (TV) Cleveland.

Kenyon & Eckhardt, New York, is agency.

*(A&A continues on page 195)*

# TELEGRAM, SMELLEGRAM

# KOOL-TV IS 1ST.*

## IN PHOENIX

## TOP 17 ONCE A WEEK SHOWS

| | |
|---|---|
| **KOOL** | **14** |
| STATION A | 1 |
| STATION B | 1 |
| STATION C | 1 |

No matter how you count the audience, A.R.B. or Pulse, KOOL-TV leads in more quarter-hour periods than any Phoenix television station. KOOL-TV is first . . . morning, afternoon and evening.

A.R.B. and Telepulse surveyed Phoenix 20 days and 33 days after KOOL-TV became the CBS-TV affiliate.

*** NO FANCY FOOTWORK OR HOCUS POCUS CAN CHANGE THESE FACTS**

| Percentage of Quarter-Hour Firsts. Latest ARB-Telepulse Sunday through Saturday | TELEPULSE July 5-11, 1955 | | | ARB July 18-24, 1955 | | |
|---|---|---|---|---|---|---|
| | 7:30 am to noon | Noon to 6:00 pm | 6:00 to Midnight | 7:30 am to noon | Noon to 6:00 pm | 6:00 pm to Midnight |
| **KOOL-TV** | 97.0 | 49.2 | 62.9 | 96.0 | 40.9 | 33.7 |
| STATION A | – | 44.6 | 28.1 | – | 38.0 | 32.7 |
| STATION B | 3.0 | 4.7 | 7.4 | 4.0 | 16.4 | 22.8 |
| STATION C | – | 1.7 | 1.6 | – | 4.7 | 10.8 |

CBS

# KOOL
## TELEVISION
## PHOENIX, ARIZ.

NATIONAL REPRESENTATIVES — George P. Hollingbery

# WOODLAND-TV is big territory!

For speed . . . excitement . . . adventure . . . there's nothing like Chris-Craft! This is the spectacular new 18' Cobra . . . a daringly styled speedster, exceptionally smooth riding at flashing speeds . . . the marine counterpart of the daring sports car.

## Chris-Craft, the world's largest builder of motor boats, contributes to the growth of WOODLAND, U.S.A.

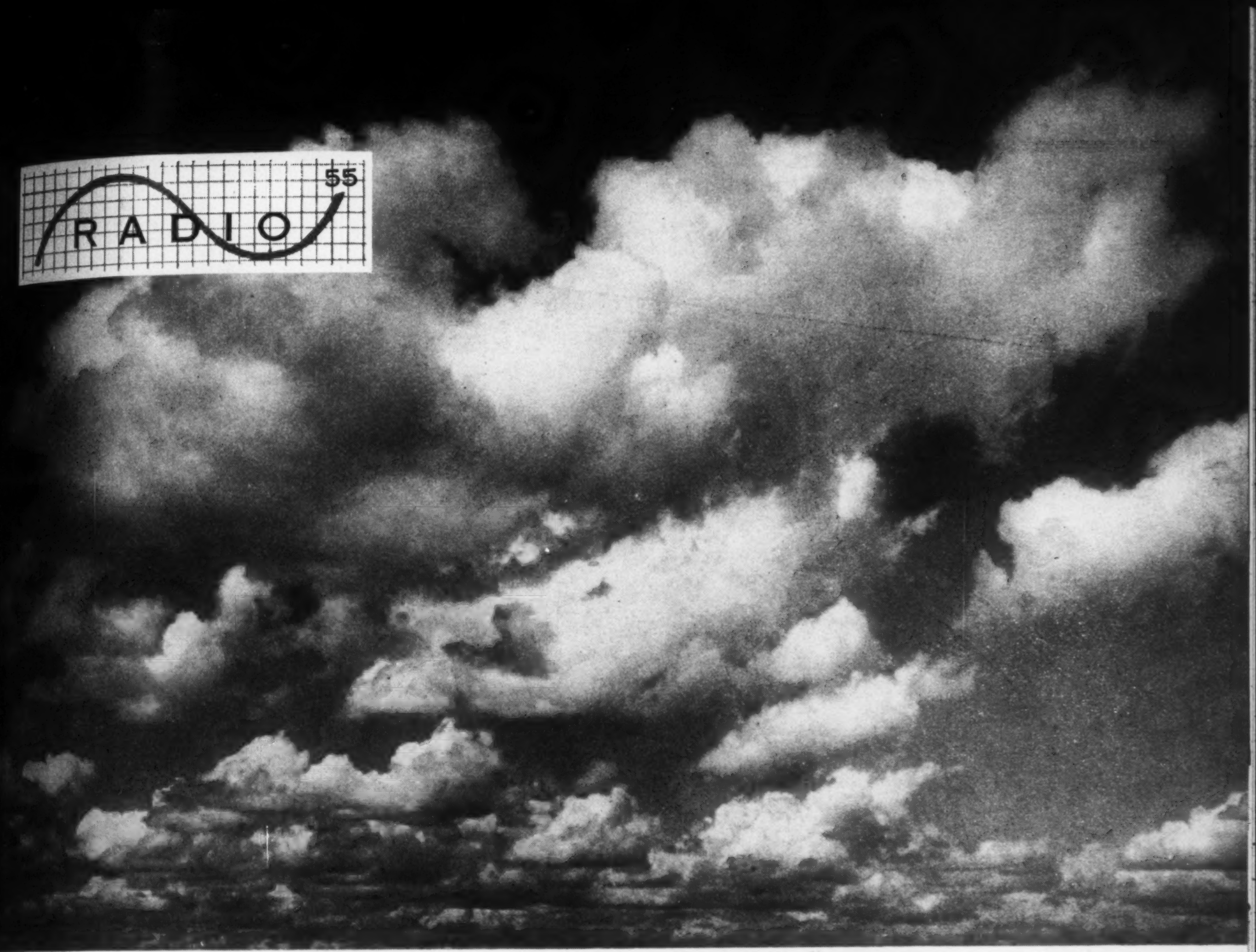
On major waterways throughout the world, you'll find sleek, powerful Chris-Craft sports boats. And in WOODland — in Holland and Cadillac — you'll find two large Chris-Craft plants, which contribute to the prosperous growth of the area as a whole.

Many other world leaders are located in this rich, Western Michigan area — in the primary trading center of Grand Rapids; in Muskegon, Battle Creek, Lansing and Kalamazoo. And the entire market is yours with WOOD-TV — which has the 20th highest set count in the country. For top sales results, schedule WOOD-TV, Grand Rapids' *only* television station!

**WOOD-TV**

**WOODLAND CENTER**
**GRAND RAPIDS, MICHIGAN**

GRANDWOOD BROADCASTING COMPANY • NBC, BASIC; ABC, SUPPLEMENTARY • ASSOCIATED WITH WFBM-AM AND TV, INDIANAPOLIS, IND.; WFDF, FLINT, MICH.; WTCN-AM AND TV, MINNEAPOLIS, MINN.; WOOD-AM, WOOD-TV, REPRESENTED BY KATZ AGENCY



# CURVE STARTS UP

## After a Slump: Signs of Recovery

THE experience of radio since the advent of television is the experience of a well-conditioned but cocky boxer who takes an unexpected belt in the jaw: First the stunned surprise, second the instinctive retreat into self-defense to give the mind a chance to clear, third the recovery.

A fighter lives the experience in seconds. Radio has been going through it nearly seven years. There is evidence that at last radio has reached the third stage, with its wits restored and with muscles in its legs instead of rubber.

As a group, the four national networks, the several score regional networks, the 2,748 am and 538 fm stations* will probably show an upturn in total revenue this year. Even if 1955 turns out to be no more than even with 1954, the momentum to carry a better 1956 appears to be building. If the promise of present projections is fulfilled, the historic upward inching of the radio volume curve will be resumed—leaving a dip in the graph at 1954, the first year since 1937 that total radio time sales failed to show an annual gain.

The fact that radio, in total, is recovering from the slump of 1954 does not mean that all the elements of radio are recovering equally.

All have survived the first stage of stunned surprise. Some are still ducking punches and hoping for their second wind. Some have got their wind back and are fighting skillfully (but with a change in style). Still others are ring-fresh and frisky because they have yet to take the first blow. These are the independents. They have gained with the growth of tv because they had nothing to lose.

Among the elements of radio, the first to feel the impact of tv were the networks and their affiliated stations, for national network advertisers began demanding reductions in rates to accompany reductions in audience. Net time sales of the national networks in 1949, the peak year, were $133.7 million. Last year, according to B•T esti-

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* Total stations on the air last July 1, according to FCC records.

Dorothy **KILGALLEN** and Richard **KOL**

*...together in—*

THE PROVED SUCCESS FORMULA FOR

# "Dorothy

**5 informal, intimate half-hours**

*Every Week!*

**Six one-minute commercials on each half-hou**

*plus* **open and close identifications!**

THEY'RE FUN!
THEY'RE NEIGHBORLY!
THEY'RE FASCINATING!

THEY BUY THE BEST IN THE WEST
**CHEYENNE**
**SOLD**
5 Half hours a week to
HARRIS FURNITURE CO.

PLENTY OF SPONSORS WAITIN' IN
**DAYTON**
**...WHIO**
**SOLD**
5 Half hours a week to
DAYTON BREAD CO.

OL LMAR

OF RADIO ADVERTISERS...

and Dick"

urs

ou

THE HOTTEST SHOW IN
**BUFFALO**
... WGR
**SOLD**
5 Half hours a week to
HOTPOINT DISTRIBUTOR

IN JUST
ONE WEEK IN
**CINCINNATI**
... WSAI
**SOLD**
5 Spots a week each:
STILLE & DUHLMEIER FURNITURE CO.
PABST BEDDING CO., INC.

GRAND SLAM IN ALABAM!
**ALEXANDER CITY**
... WRFS **SOLD**
5 Spots a week each: FOODFARE • BISHOP FLORAL CO. • HOUSE JEWELRY CO. • HENDERSON INS. & REAL ESTATE • DOBBS BUICK • CITY ELECTRIC

---

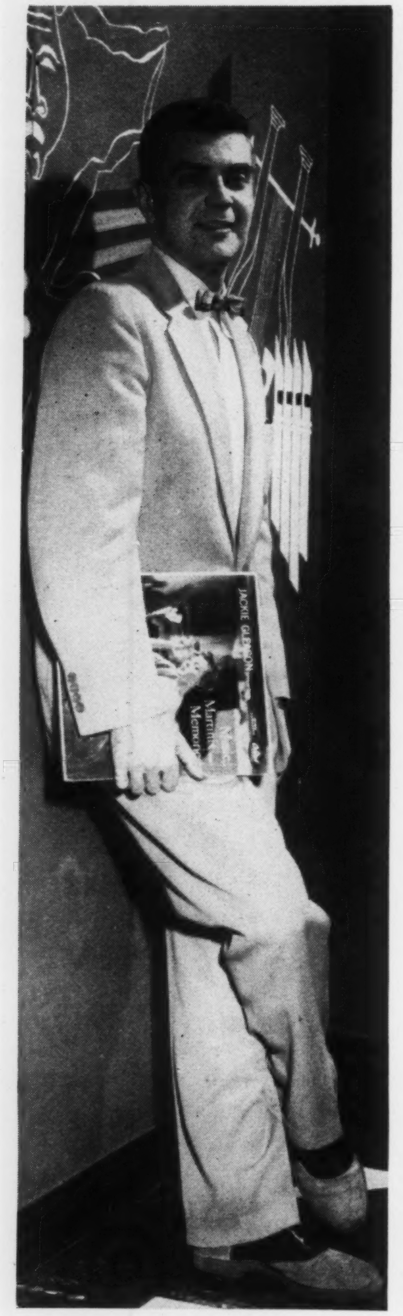
THEY PICK "DOROTHY & DICK" IN
**QUINCEY (ILL.)**
... WGEM **SOLD**
10 Spots a week to BROWN DRUG CO.
5 Spots a week each: MIRROR LADIES' READY-TO-WEAR • KEMNER FURNITURE STORE

---

RADIO SALES ARE GREATER IN
**STREATOR (ILL.)**
... WIZZ **SOLD**
5 Spots a week each: SUPER DAIRY • RITCHIE FURNITURE • WESTINGHOUSE DEALER

Write, phone or wire for an exclusive "DOROTHY AND DICK" deal in your area . . . it's terrific!

FREDERIC W. **ZIV** COMPANY
*Radio Productions*
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD



meet
the
man

who brought *music*

back to Flint morning radio

He's Alan Norman, and his "new sound in the morning" is an easy kind of music . . . standards, show tunes, the rich arrangements that put melody back in music. Flint listeners (and advertisers) have found it a sensible way to start the day. You will, too, if you pick-up a few of the remaining spots through the Katz Agency.

Flint, Michigan **wfdf** NBC affiliate

Associated with: WFBM AM & TV Indianapolis—WOOD AM & TV Grand Rapids—
WTCN AM & TV Minneapolis-St. Paul

mates, they were $76.2 million, a 43% decrease from the peak. Although there is optimism that they will begin climbing in 1956, network sales in 1955 will probably be below the 1954 level.

With the decrease in network revenue has come a qualitative and quantitative decrease in network programming. What has happened to network radio and network radio affiliates is dramatically shown in a comparison of the Sunday evening schedule—now and then—of one of the most respected clear channel stations in the country.

In October, 1948, the station carried the following shows (sponsors in parentheses) from 7 to 11 p.m.: Jack Benny (American Tobacco), *Summer Theatre* (Rexall), Charlie McCarthy (Standard Brands), Fred Allen (Ford Dealers), *Manhattan Merry-Go-Round* (Dr. Lyons tooth paste), *Album of Familiar Music* (Bayer Aspirin), *Take It or Leave It* (Eversharp) and Horace Heidt (Philip Morris)—all network commercials.

According to present planning, the station will broadcast in the same periods on Sunday evening in October, 1955: *The Catholic Hour* (network sustaining), *Monitor* (network commercial), a 15-minute *Hour of Decision* with Evangelist Billy Graham (spot commercial), another 15-minute religious talk by a local clergyman (local commercial) and *On Guard* (sustainer for civil defense).

In an October, 1948, week this station broadcast a total of 134 hours, of which 53.6% were network and 46.4% local. In an October, 1955, week the station will broadcast 162 hours and 45 minutes (having gone to 24-hour per day schedules six days a week), of which 24.6% will be network and 75.4% local.

In an October, 1948, week the station derived 20.6% of its total revenue from network sales, 62.9% from national spot and 16.5% from local business. In a current week, its revenue runs 5.6% from network, 59.7% from national spot and 34.7% from local sources.

The transition at this station is fairly typical of what has taken place at many network affiliates which have had to revise radically their programming and selling to fill the void left by diminished network programs and revenue.

The independents, however, have been doing their own programming and selling—with a major assist from national sales representatives—all along. The smartly managed independents have been booming.

Both independents and network affiliates have beefed up their local selling. The consequence is that local time sales are at an all-time high and climbing higher.

In the many pages that follow, B•T presents a series of definitive articles which, in sum, describe radio as it is today, as described in the cold facts of economics, the actual success stories of advertisers, the opinion of radio leaders and radio customers.

The facts and opinion add up to this: The nature of radio programming and radio's function has changed. It is a different medium from the one that existed before television, but it has recovered its stability and is settling down into an established place in the advertising community.

# WE DID IT AND WE'RE PROUD!

# IN CINCINNATI...

## RADIO'S RESURGENCE MEANS

# wsai!

YES, WSAI-Radio, under the Gordon Broadcasting Co. management, has not only moved into top position in local spot billing, in alert and aggressive programming, but has, for the past two years, set the pace for *all* Cincinnati radio.

WHEN CINCINNATI REDLEGS baseball broadcasts came to 'SAI, one paper said,
"(The switch) . . . went to WSAI as a logical step in the thorough revitalization of the station under the leadership of (Sherwood R.) Gordon. Regardless of the form it has taken, that revitalization has been based on a firm confidence in the present and future of radio."

—Magee Adams in
*The Cincinnati Enquirer*
September 17, 1954

AND JUST LAST MONTH, another columnist quoted a Cincinnati housewife as saying:
"I turn on WSAI in the morning and leave it on all day. (I) never watch television. I don't have time for it. WSAI gives me everything I want in music, news and sports."

—S. Donald Urban in
*The Cincinnati Enquirer*
August 15, 1955

FIGURES? At WSAI when we talk about figures we mean results! Sure, we can tell a good story about power, coverage, merchandising plans, ratings. But we think it's the end product that counts most . . . the *results* our top-notch talent staff obtains for our advertisers. PROOF? . . . More local spot business than *any* other Cincinnati station.

*If you want the station with the confidence of* more *local merchants, with spectacular rating increases from sign-on to sign-off, with the town's most popular personalities, and with an unbeatable combination of music, news and sports, you must buy WSAI-Radio in Cincinnati.*

National Representatives
for the new sound in Cincinnati
Weed & Company

**wsai**

SHERWOOD R. GORDON, PRESIDENT AND GENERAL MANAGER

**THE NEW SOUND IN CINCINNATI HAS A CASH REGISTER RING!**

A SPECIAL MESSAGE TO
NATIONAL
AND REGIONAL
ADVERTISERS AND
THEIR AGENCIES...

# Here's Radio Mer

## Look for the station with...

# "RADIO'S BIG LITTLE MAN"

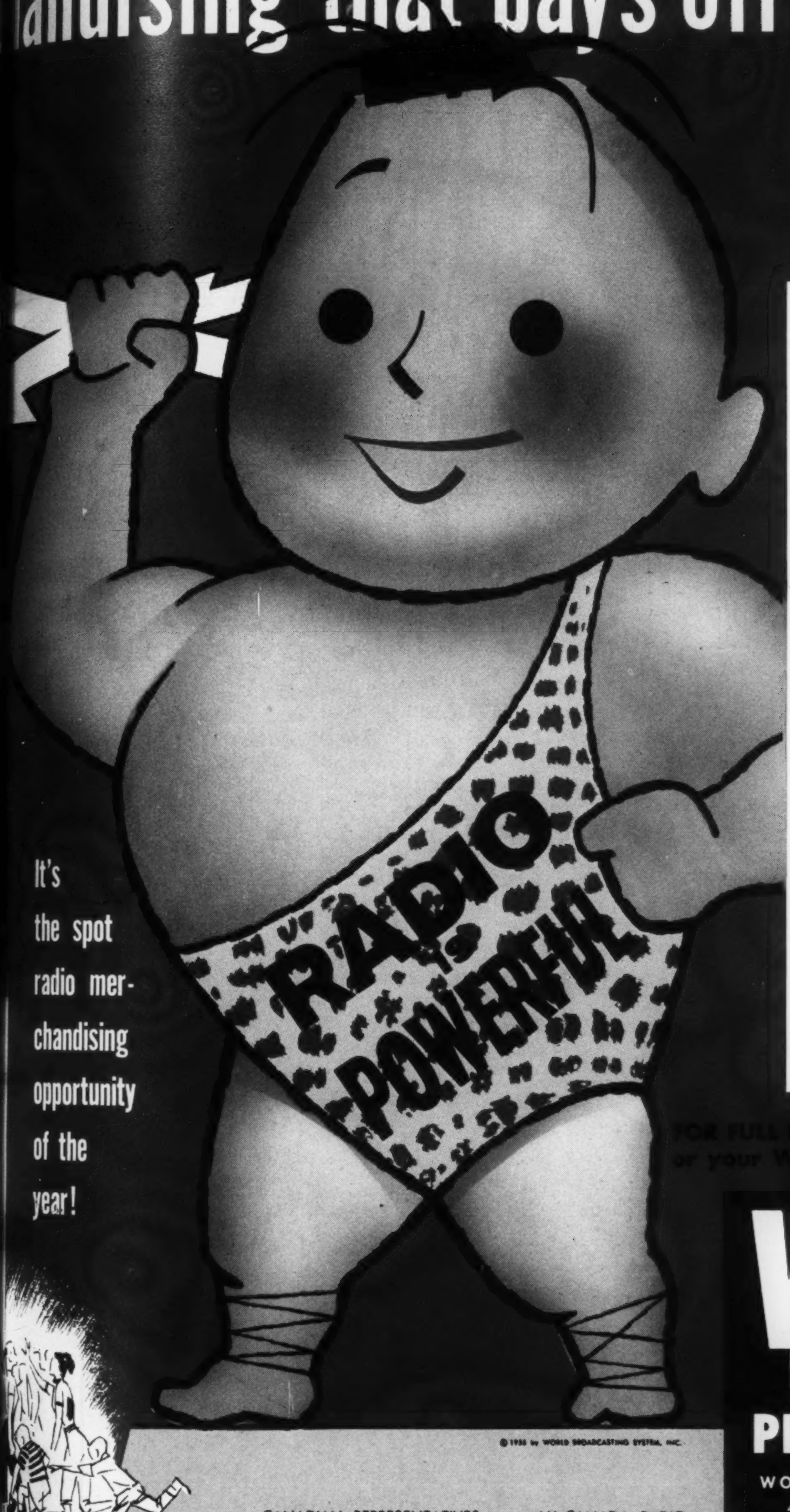
**WHEN YOU BUY THE STATION THAT OFFERS RADIO'S BIG LITTLE MAN...**

*You get*... the
**OUTSTANDING STATION**
in the community!

*You get*... the alert station that gives advertisers
**ALL-OUT MERCHANDISING SUPPORT!**

*You get*... the aggress
station that gets
**ACTION FOR ITS ADVERTISERS**

# andising that pays off for you!



It's
the spot
radio merchandising
opportunity
of the
year!

## RADIO'S BIG LITTLE MAN CONTEST...

gives your advertising the added audience lure of "DREAM VACATION" prizes.

Cook's Tour Vacation Trip to
1. PARIS
for two by air
all expenses paid for 10 days

Cook's Tour Vacation Trip to
2. VIRGIN ISLANDS
for two by air
all expenses paid for 7 days

Cook's Tour Vacation Trip to
3. BERMUDA
for two by air
all expenses paid for 7 days

PLUS A BIG LOCAL PRIZE PLAN

FOR FULL DETAILS get in touch with WORLD or your WORLD AFFILIATE STATION.

© 1956 by WORLD BROADCASTING SYSTEM, INC.

CANADIAN REPRESENTATIVES . . . ALL-CANADA RADIO,
FACILITIES LIMITED, VICTORY BUILDING, TORONTO

**WORLD**
**SALES AND**
**PROGRAM SERVICE**
WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York
CINCINNATI HOLLYWOOD

"I got it straight from a timebuyer.."

"Sure . . *you* know who! Old Ivorytower from Mumblethrush, Supersell & Erudite—the big agency that's got all the radio-TV billing. He was sitting right there . . where the lady is . . and he says to this young fellow with him . ."

*(Know who's talking? That's Sam, master barman at Radio City's English Grill — precise as a Heidelberg chemist in the art of blending. What's more, he probably knows more top timebuyers than you do. So listen . .)*

"This fellow — he's watching the skaters in the short skirts, see? But he sure jumps when Ivorytower asks: 'How'd you like to find another job for yourself?' 'Huh?' says the guy, sort of strangling-like.

"Well, sir, old Ivorytower gives him a three-decimal-point look and then says: 'I checked that new schedule you made up yesterday. So when did Maine secede from the Union? Half a billion annual retail sales in seven counties . . a couple of powerhouses like WABI and WABI-TV to cover it . . audience loyalty like a Dodger fan's — and *you* ignore all this? I should give you back to the mailroom!'

"That fellow didn't even wait for his London broil. Hightailed it right out of here to get latest availabilities on WABI and WABI-TV. Even *I* could've told him he pulled a rhubarb. You folks got anything to sell up Maine-way . . .?"

**wabi AM TV**

**Represented by:** George P. Hollingbery — Nationally
Kettell-Carter — New England

**BANGOR, MAINE**

General manager: Leon P. Gorman, Jr.

# TIME SALES IN 1955: RECORD & OUTLOOK

## THERE'S GOOD CHANCE THEY'LL EXCEED 1954 VOLUME

RADIO STATION revenues from the sale of time to local, regional and national (spot and network) advertisers for the year 1955 can be expected to at least equal the industry income from 1954, with a good chance of surpassing that total and an outside chance of equaling the all-time high sales of 1953.

That prediction is based on reports of 462 radio stations, of all powers from 250 w to 50 kw, located in communities of all sizes from hamlets to metropolitan centers in all parts of the country. Responding to a B•T questionnaire sent to all U. S. radio stations, these 462 stations itemized their net revenue from time sales during the first six months of 1954, the last six months of 1954 and the first six months of 1955 to four types of advertisers: local, national non-network or spot, national network and regional network. Replies were sent to Sinrod & Tash, certified public accountant firm, for tabulation, the identities of the individual respondent stations not being divulged, even to B•T.

As a group, these 462 radio stations reported total net time sales for the first half of 1955 that failed to equal those for the same period of last year by only 0.18%. Local time sales for the six-month span of 1955 were 9.1% ahead of those for the first half of last year. National spot was 6.5% behind the last year figure for the half-year and regional network billings 1.8% down for this year against last. The real drop was in the network column, the stations reporting receipts from network time sales for the first six months of this year 32.8% below their network revenue for the like period of 1954.

These figures, however, cover only the income of a representative sample of radio stations that have been on the air since the beginning of 1954, as the only replies tabulated were those which reported income for the full January-to-June periods of both 1954 and 1955. Meanwhile, the number of radio stations on the air has risen from 3,081 to 3,293, an increase of 212 or 6.9% in the number of stations on the air. The total number of am stations has gone up 234 since Jan. 1, 1954; the number of fm stations has decreased by 22 in the same period.

It would be unrealistic to assume that these newcomers to the broadcasting field have reached the point where their time sales, on the average, are anywhere near as high as those of the old established radio stations. But it would be equally unrealistic to ignore them altogether. It is a certainty that these 212 new stations had some income during the first six months of this year and that they will have at least as large an income during the last six months, when station revenues are traditionally higher.

It seems reasonably certain that the combined incomes of these new stations for the year will push the industry total at least to last year's level. If fall business is as good as anticipated, the overall 1955 radio net time sales could show an advance over last year's total of $453,385,000 (as estimated by B•T; the FCC's official report of 1954 radio revenue has not yet been issued). And if radio's salesmen really go after business during the remainder of the year, the total might just possibly surpass the all-time record 1953 net time sales total $477,206,000.

When the station income reports are grouped by power of the responding stations, one finds that the 250 w stations, the 500 watters, the 1 kw and the 10 kw stations had, on the average, larger net income from all types of time sales during the first half of this year than of last. The 5 kw and 50 kw stations, collectively, showed a decrease in total net time sales for January-June 1955 as compared with that period of 1954.

All categories of stations, by groups, reported local time sales up this year over last. All showed national network down this year against last (except the nineteen 500 w stations which reported no national network revenue). National spot time sales also were reported down by all groups except the 500 watters, who showed it well up over last year. Regional network revenues were reported up by the 500 w, 10 kw and 50 kw station groups, down by the 250 w, 1 kw and 5 kw station classes.

Local business accounts for the major portion of revenue of every station category except the 50 kw group. It comprises 86.7% of the 250 w station total; 91.7% of the total revenue of 500 w stations; 81.6% of the revenue of the 1 kw group; 57.0% of the 5 kw group; 73.4% of the 10 kw group, and 33.9% of the 50 kw group. National spot

### PERCENTAGE CHANGE IN TIME SALES FROM JAN.-JUNE 1954 TO JAN.-JUNE 1955

### BY POWER

| | No. of Stations Reporting* | Local (%) | National Spot (%) | National Network (%) | Regional Network (%) | Total (%) |
|---|---|---|---|---|---|---|
| 250 w | 159 | + 3.2 | — 2.5 | —33.0 | — 23.6 | + 1.0 |
| 500 w | 19 | +12.7 | +38.8 | 0.0 | + 16.9 | +14.3 |
| 1 kw | 139 | + 7.0 | 0.0 | —29.6 | — 3.7 | + 4.8 |
| 5 kw | 92 | + 6.7 | — 4.7 | —33.6 | — 5.3 | — 1.9 |
| 10 kw | 8 | +12.3 | — 8.2 | —18.6 | +441.0 | + 6.7 |
| 50 kw | 25 | +11.1 | —10.7 | —32.3 | + 15.2 | — 8.1 |
| Total | 462 | + 9.1 | — 6.5 | —32.8 | — 1.8 | — 0.2 |

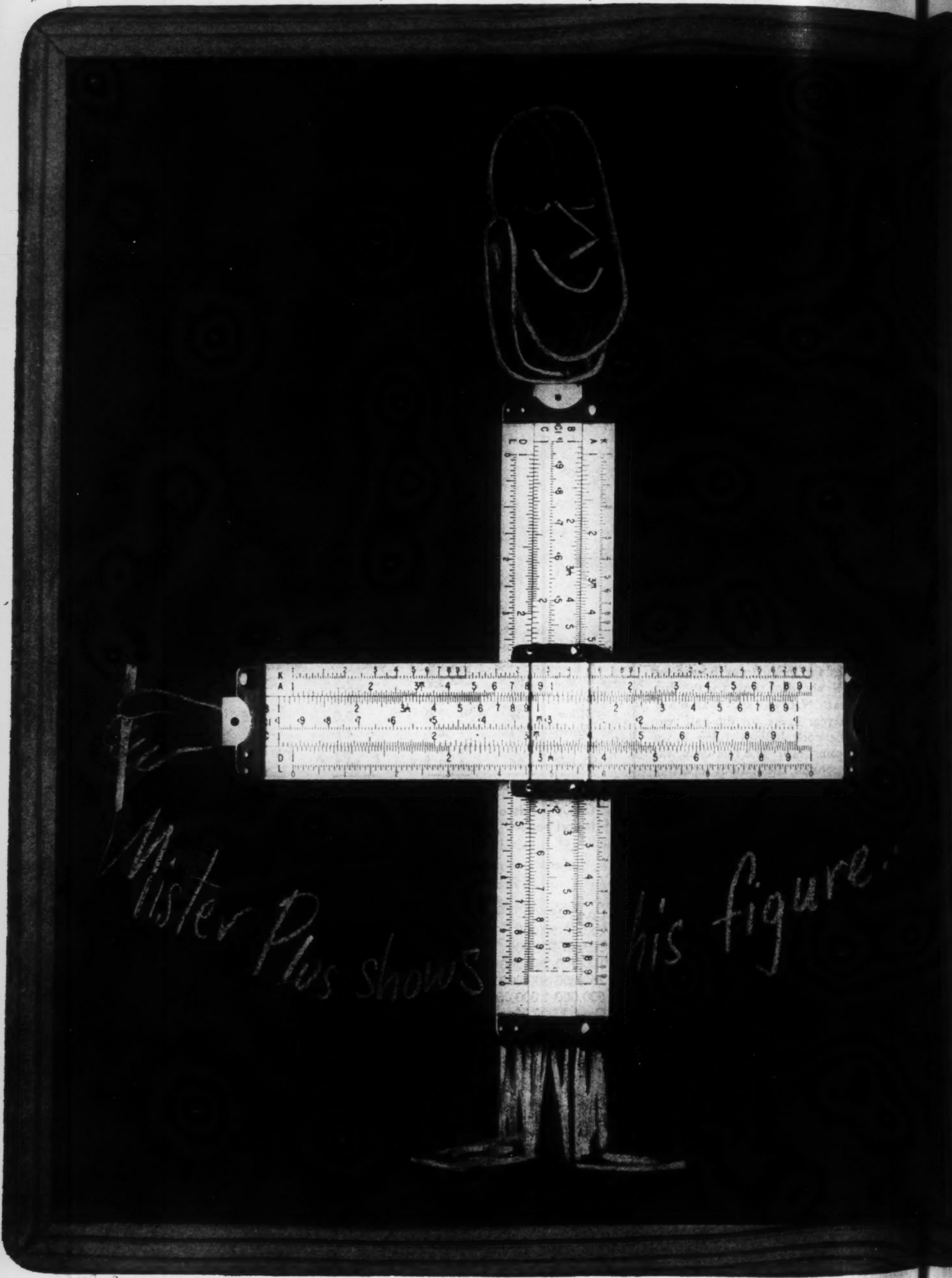
* Group totals add up to 442, as 20 stations provided financial data but failed to report power.

### BY CITY SIZE

| | Local (%) | National Spot (%) | National Network (%) | Regional Network (%) | Total (%) |
|---|---|---|---|---|---|
| Up to 25,000 | + 2.0 | — 0.6 | —43.5 | — 1.6 | +0.6 |
| 25,000-50,000 | + 2.2 | — 2.8 | —35.9 | — 3.8 | —0.7 |
| 50,000-100,000 | + 4.5 | — 9.1 | —42.5 | —10.2 | —4.3 |
| 100,000-250,000 | + 3.0 | —10.0 | —34.9 | +10.6 | —7.6 |
| 250,000-500,000 | +16.8 | — 1.0 | —31.7 | + 4.5 | +5.3 |
| 500,000-1,000,000 | + 9.0 | — 8.0 | —31.1 | —13.4 | —4.2 |
| Over 1,000,000 | +17.4 | + 0.9 | —28.2 | + 1.8 | +6.7 |

### BY GEOGRAPHICAL AREA

| | Local (%) | National Spot (%) | National Network (%) | Regional Network (%) | Total (%) |
|---|---|---|---|---|---|
| New England | + 6.8 | + 9.3 | —30.9 | + 1.5 | +5.9 |
| Mid-Atlantic | +10.9 | —13.9 | —26.5 | +65.8 | +0.3 |
| South Atlantic | + 5.2 | — 2.5 | —36.3 | + 2.2 | +0.4 |
| East North Central | + 7.3 | —13.0 | —31.8 | — 4.9 | —8.1 |
| East South Central | + 7.5 | —17.9 | —38.6 | + 2.4 | —1.4 |
| West North Central | +17.1 | — 1.2 | —32.1 | + 8.4 | +5.1 |
| West South Central | +17.1 | — 1.2 | —32.1 | + 8.4 | +5.1 |
| Mountain | +16.5 | —23.3 | —22.4 | +29.7 | +9.8 |
| Pacific | +14.4 | — 0.4 | —23.9 | —15.7 | +9.1 |


Mister Plus shows his figure.

# WITH A NEW KIND OF RATE CARD ...FOR A NEW KIND OF RADIO

*Today there's a bigger difference than ever on Mutual — both in how much you get and how little you pay.*

*Nowhere else will you get such powerful local impact — through a network fabric with all the strength of "hometown" radio . . . or such coverage-from-within of markets both with and without television . . . or such a big-audience "extra" in out-of-home listening.*

*And nowhere will you find more for your money than in Mutual's new rate card. You can now (for example) buy 15 minutes on 557 stations for $2,970. Or a quarter-hour air-time cost for each station of only* **$5.34** *Or only $1.78 per commercial minute. Day or night. It's good value for Watertown or Waterbury . . . a bargain for Memphis or St. Jo . . . almost unbelievable for New York or Los Angeles.*

*And it doesn't take a slide-rule to see how little 20 or 30 seconds would cost!*

*These low, low rates make Mutual the network of best buys in all radio today — for a sectional or national program, for maximum saturation, for large and small advertisers.*

*And for you, too. Ask for a "reading" on Mutual's new rate card. See how it gives your budget far more local sell — on the "plus" network . . .*

MUTUAL Broadcasting System

business was the major source of revenue reported by the 50 kw stations, accounting for 53.5% of this group's revenue.

When the questionnaire replies are grouped by city-size, total time sales are seen to be up for the first half of 1955 in comparison with the like period of last year for stations located in communities with populations of 250,000-500,000 and over 1,000,000; down for stations in communities of 50,000-100,000 and 500,000-1,000,000 population, and just about the same for communities with fewer than 25,000 people (up 0.6%) and 25,000-50,000 population (down 0.7%).

Local business is up for all city-size groups; national non-network business is down for all of these groups except the over 1,000,000 population group, where this type of business produced 1.0% more revenue the first six months of this year than the same part of last year; national network revenue is down for all groups; regional network business is down for all of these groups except the 100,000-250,000, the 250,000-500,000 and the over 1,000,000 community stations.

A geographical analysis also was run on a representative sample of station reports. This showed, for the nine areas of the United States used by the U. S. Census Bureau, that total station revenue from all sources in the first half of this year compared to that part of last was up in New England, about the same in the Mid-Atlantic regions, down in the East North Central and East South Central areas, and up for the West North Central, West South Central, Mountain and Pacific regions.

Local business for the 1955 six-month period versus that part of 1954 was up for stations in all areas. National spot business was up in New England and the West South Central region, down in the other parts of the country. National network revenue was off in all areas. Regional network revenue was up in the three regions bordering on the Atlantic Ocean, in the East South Central, West North Central and Mountain regions, down in the East North Central, West South Central and Pacific area.

From a fast glance at the three tables accompanying this article, it would appear that the stations which have shown the largest increase in billings for the first six months of 1955 over the same period of 1954 are 500 w operations, located in cities of more than 1,000,000 population in the Mountain or Pacific states.

# THE GOING PRICE IS GOING UP

## *IT TAKES DOUGH TO BUY A RADIO STATION TODAY*

NOT long ago a station owner was walking down the street in . . . when he met a friend. The friend is a station broker. Just for conversation, the station owner asked his friend how much he thought his station was worth on the open market.

The broker asked a few questions about gross and earnings—mentally reviewed the market (growing), the network affiliation (good), the management (excellent), the technical facilities (good) and mentioned a figure.

The station owner almost swooned. The figure was five times what he had paid when he bought the station a few years ago.

This story—slightly apocryphal—points up a trend that has been going on for the past five years. Radio stations, which reached a nadir in price in 1950, have been coming back strong. So strong, in fact that, some station brokers will tell you that there are no good station buys at present.

The worth of radio stations today—that is their value as property—can be measured by two recent sales. WHIM Providence, 1 kw daytime on 1110 kc, brought $460,000 and WTRY Troy, 5 kw on 980 kc, brought $500,000. Both are independents (WTRY loses its CBS affiliation Nov. 15).

Five years ago, according to one broker, you couldn't have sold either one for a fraction of these prices. First, because all buyers insisted that a network affiliation was essential. And second, many were ready to write off radio with tv closing fast.

There are many elements that go into making up the market value of a radio station property. Gross income is one. Net income is another. The market potential is a third. Management is a fourth. Technical facilities are a fifth. The presence or absence of tv signals is a sixth.

These are what one broker called the constant variables in estimating the proper price for a radio station. There are other variables, not so constant. Does a buyer want to acquire a station in a particular city because it is where he was born and grew up? There are instances where this nostalgia directly influenced the price of a property. Has a station owner tired of the constant fight to sell new business and retain old accounts? Then he will be willing to take a small profit—or maybe none at all—and that, too, affects the price of the station.

Generally, radio stations throughout the country are doing well. Radio has "firmed" up and the prices paid for stations five years ago bear little resemblance to what those same stations will bring today. There is a bull market in radio station sales today; for the first time more are buying than selling.

Even the brokers have become choosy. One well known firm will not handle a client unless the prospective seller signs an exclusive contract and accepts the appraised price as determined by the broker. Brokers get 5% of the selling price and are instrumental in bringing buyers and sellers together. There are more than a dozen in the field—including Blackburn-Hamilton Co., Howard E. Stark, Allen Kander, Kidder-Peabody & Co., Paul H. Chapman, R. C. Crisler & Co., Philip L. Kelser & Assoc., May Bros. and Ralph J. Erwin.

There is one other factor which has had an impact on station sales. Many purchasers of radio stations are actually investors, seeking a place for their capital. Five years ago, three years ago, a radio station was not an exciting investment. The return on invested capital was low in comparison to other investments, like the stock market. And there was the risk and the bearish attitude almost everyone had on the future of radio. Today that situation is reversed. The return on a radio station in most cases is excellent, much better than many common stocks in fact.

From a ratio point of view—and that is only one way of figuring out the selling price of a station—the worth of a radio outlet is still five to seven times its earnings before taxes (or 75% to 80% of its gross earnings). What has boosted the price of stations is that earnings (and grosses) have gone up. Consequently the selling price is up too, although the ratio is still the same.

It is true, however, that in many cases where a station price might have been five times its earning a few years ago, it is now figured on seven times. Here, betterment of radio has caused a rise in selling price.

All brokers agree that there are fewer stations available for purchase today. One broker candidly admits that where he had a dozen stations on his list last year, he now has only six.

Perhaps one of the best ways of interpreting the value of radio stations over the past five years is to list representative sales during that period. These follow:

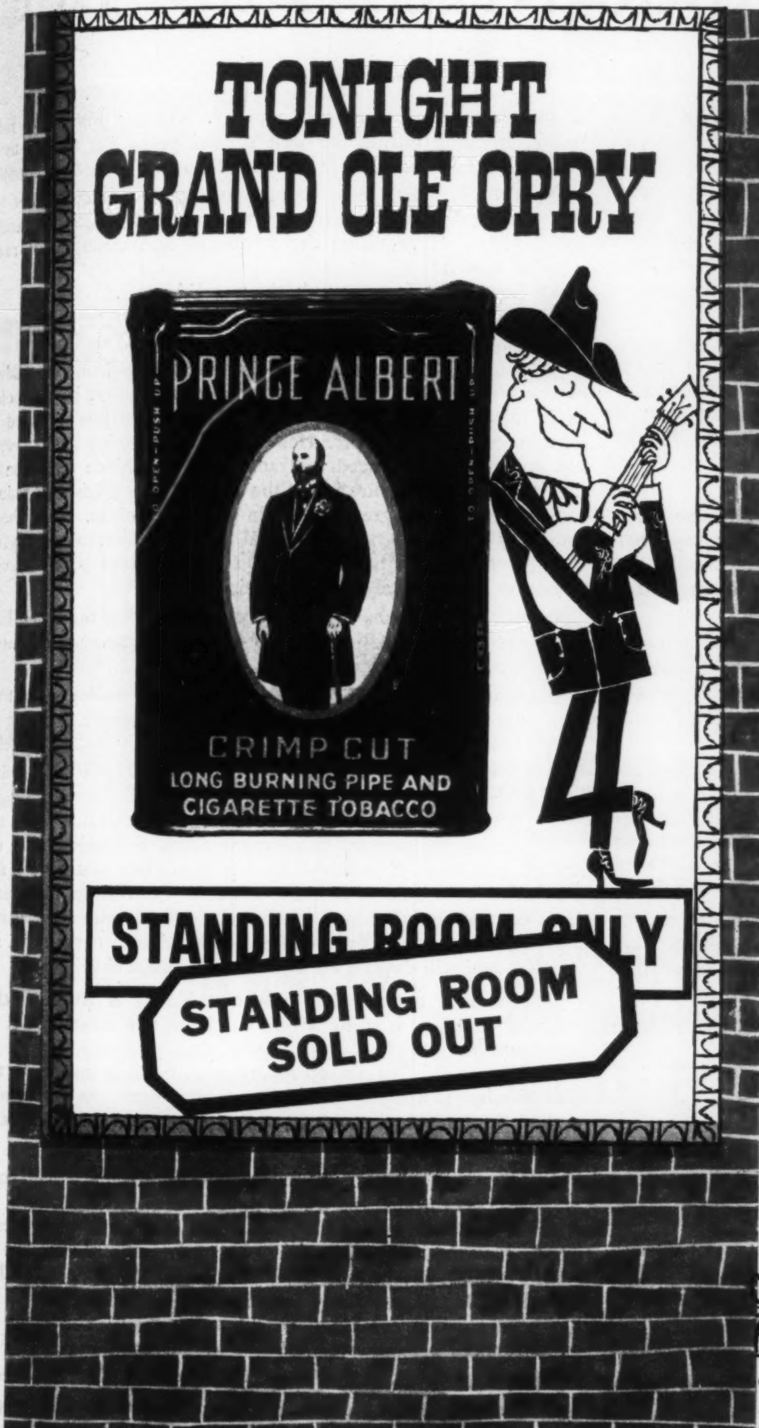
January 1950: WBEX Chillicothe, Ohio, $68,000, 250 w on 1490 kc, ABC; WGAD Gadsden, Ala., $40,000, 5 kw day, 1 kw night on 1350 kc, MBS; WKLA Ludington, Mich., $50,000, 250 w on 1450 kc, ABC.

January 1954: KSIL Silver City, N. M., $110,000, 250 w on 1340 kc, CBS; WINS New York, N. Y., $450,000, 50 kw on 1010 kc, independent; KRMG Tulsa, Okla., $305,000, 50 kw day, 25 kw night on 740 kc, ABC.

September 1954: WGAA Cedartown, Ga., $39,000, 250 w on 1340 kc, independent; WINI Murphysboro, Ill., $22,000, 500 w day on 1420 kc, independent; WHOT South Bend, Ind., $140,000, 250 w on 1490 kc, ABC; KGEZ Kalispell, Mont., $100,000, 1 kw on 600 kc, MBS; WPLH Huntington, W. Va., $50,000, 250 w on 1450 kc (with cp for 5 kw day on 1470 kc), MBS; KOWB Laramie, Wyo., $60,000, 250 w on 1340 kc, ABC.

January 1955: KOAT Albuquerque, N. M., and KRSN Los Alamos, N. M., sold jointly for $160,000, 1 kw day, 500 w night on 860 kc (KOAT) and 250 w on 1490 kc (KRSN), both ABC; WPAT Paterson, N. J., $300,000, 5 kw on 930 kc, independent; WOOW New Bern, N. C., $25,000, 250 w on 1490 kc, independent; WKGN Knoxville, Tenn., $75,000, 250 w on 1340 kc, MBS.

September 1955: KBAK Bakersfield, Calif., $85,000, 1 kw on 550 kc, MBS; WALT Tampa, Fla., $150,000, 1 kw on 1110 kc, independent; KTSW Emporia, Kans., $55,000, 250 w on 1400 kc, MBS; WINN Louisville, Ky., $74,550, 250 w on 1240 kc, independent.


TONIGHT
GRAND OLE OPRY
PRINCE ALBERT
CRIMP CUT
LONG BURNING PIPE AND
CIGARETTE TOBACCO
STANDING ROOM ONLY
STANDING ROOM
SOLD OUT

# P.A.
# picks a winner
# and
# packs them in!

Here's proof that Prince Albert's Grand Ole Opry network show is bigger, better, more popular than ever!

Last July 2 the Opry played to the biggest live audience of all time — 8,500 persons. And more than 12,000 additional applicants for tickets had to be turned away.

For the first time in the Opry's 29-year history, the entire house was emptied in mid-show in order to admit the thousands who were standing in line outside hoping for just a glimpse of the program.

The Opry has been a mainstay of Prince Albert's advertising program for the past 17 years, and the record-breaking July 2 show is further proof that P. A. picked a winner!

## WSM

**CLEAR CHANNEL — 50,000 WATTS**
**650KC — NASHVILLE, TENNESSEE**

*Bob Cooper,*
*Sales Manager*

*John Blair Co.,*
*National Sales Representatives*

# REQUEST FROM Y&R: GUARANTEED AUDIENCE

*AS vice president and director of media relations at Young & Rubicam, which bills $15 million annually in radio, Peter G. Levathes is well qualified to analyze radio's selling needs. In an exclusive B•T interview, he suggests radio revise some of its selling concepts. He also provides an insight on how 32-year-old Y&R most effectively uses the aural medium. Mr. Levathes has been with the agency since December 1952. Before that he served with 20th Century-Fox and its subsidiary, Movietone News.*

**Q:** Let's start out bluntly. What should radio do to get more advertisers?

**A:** The first thing radio should do to get new advertisers is sharpen up its research. Radio no longer is a glamor buy; it must now sell from facts, not fancy. It must present new data in a better fashion.

**Q:** What do you mean by "new" data?

**A:** I mean, for example, circulation. Radio should have more figures at hand about circulation in cars, circulation in rooms other than the living room, and—insofar as it is possible—parallel the kind of information that is now made available by other media.

**Q:** Can you be more specific?

**A:** Radio should *guarantee* its circulation. I believe that if radio would guarantee its circulation, it would excite great interest in the trade. Perhaps the time has come when radio must be bought and sold along technical media lines—the way other media are bought and sold.

**Q:** How would "guaranteed circulation" work?

**A:** Well, a network, for example, would sell a sponsor a show and guarantee the rating at, say, x number of listeners. If the show doesn't hit that rating, a sliding scale of rates would be developed so that the purchaser would pay in accordance with the audience reached.

**Q:** Isn't this like requiring a newspaper or magazine to deliver a certain Starch rating for each ad or else make rebates?

**A:** No. This would be more similar to Audit Bureau of Circulation figures rather than Starch.

**Q:** Would the network have to prove the circulation of each program it sells?

**A:** It could do so by some acceptable research method.

**Q:** Do you have any general rules as to when to and when not to use radio?

**A:** We have no general rules. Each product has its own specific problems. Radio is utilized, or considered, only in the light of the individual product problem. Radio, naturally, has some general advantages and disadvantages.

**Q:** All right, let's take the advantages first.

**A:** The one big advantage—and it's a significant one—is that radio can supply great frequency of message to a mass audience at low cost and low cost per thousand. This is true whether it be national or local. You asked me a moment ago if I had any general rules as to when to recommend radio. Well, let me just generalize that this way: Those products whose story can be adequately told by voice-only become automatically a prospect for radio. But now radio also has several disadvantages.

**Q:** Name one.

**A:** Well—not to stop any presses—but the audiences are not as great in number as in years gone by. Another problem in radio is that listening during the past several years has tended to be much higher in the C & D counties than in the A & B counties.

**Q:** Well, in brief, then, the rule-of-thumb would be that you use radio for those products with a story that can be handled orally and requiring the frequency and coverage of radio. Is that it?

**A:** Yes, that's almost exactly the way I'd put it.

**Q:** Have these rules changed since the advent of tv as an advertising medium?

**A:** A general answer is yes, things have changed since the advent of tv. With a much lower circulation, radio cannot be used *alone* as it formerly was. Secondly, the influx of tv has changed the listening patterns of people. Heavy television viewing in the evening has automatically reduced the radio listening. Since television has had its greatest concentration in the metropolitan areas, this reduced radio listening to a great degree in the larger cities. Even though radio is almost universal, the actual listening patterns are far from it. Therefore, from both circulation and coverage points of view, television has definitely affected radio usage.

**Q:** But you don't have any doubt, do you, that radio can be an excellent supporting buy for—not only tv—but *all* media?

**A:** Yes, I have no doubt.

**Q:** Among Young & Rubicam accounts, has money spent for tv been taken primarily from the radio budget?

**A:** The answer is no—it has come from all media as well as new money. Actually there are many clients who were not in radio prior to television.

**Q:** In using radio, when do you recommend network, when spot?

**A:** Again, the answer must come from a consideration of a specific problem. It is fairly obvious that when you have a small area to cover you could not use network. Conversely, to cover the U. S. completely it becomes much more difficult with spot. It is the gray areas in between that require the decision of network vs. spot. A great deal will depend on availabilities and size of budget.

**Q:** We have noticed that only one Young & Rubicam client, Lipton Tea, is using *Monitor*. Does this mean Y & R does not like the idea?

**A:** Not at all. We are on record with NBC as saying we think that *Monitor* is a highly promising development. As I pointed out earlier, the individual problems are all-important. We will evaluate *Monitor* periodically as we see the rating results.

**Q:** What are some Y & R accounts which have had notable success through the use of radio?

**A:** It is almost impossible to pick out specific Y & R accounts which have had notable success through radio during the past several years. In the old days, of course, the success of Jell-O with Jack Benny was fairly well known. In recent history, radio has been used in combination with other media and under such circumstances it is almost impossible to segregate reasons for such success or failure.

**Q.** But you have no doubt, have you, that radio, used properly, can still result in important returns to a client?

**A:** Yes. When properly used it can still be very effective.

**Q:** How many radio clients do you now have?

**A:** About 20.

# when Michigan gets football fever...

## the BIG GAMES are on the KNORR "BIG 4"

**WKMH** DEARBORN—DETROIT
*carries all games played by*
**UNIVERSITY OF MICHIGAN and NOTRE DAME**

**WKHM** JACKSON, MICHIGAN
*carries all games played by*
**UNIVERSITY OF MICHIGAN and NOTRE DAME**

**WKMF** FLINT, MICHIGAN
*carries all games played by*
**UNIVERSITY OF MICHIGAN and NOTRE DAME**

**WSAM** SAGINAW, MICHIGAN
*carries all games played by*
**UNIVERSITY OF MICHIGAN**

## save 10%

Buy any 2 or more of these powerful stations and save 10% from rate card.

**WKMH—Dearborn—Detroit**
**WKMF—Flint, Michigan**
**WKHM—Jackson, Michigan**
**WSAM—Saginaw, Michigan**

***represented by HEADLEY-REED***

The Community Stations
KNORR Broadcasting CORP.

# FALL NETWORK SALES SHOW GAIN OVER '54

THE RADIO networks, for the first time in recent years, report sales for the fall to be ahead of the previous year.

This unusual and heartening sign comes from B•T's seventh annual preview of network radio fall business. Aggressiveness in both selling and programming is indicated in the table on this page, which shows the networks up a percentage point from last September.

Sales in various participation programs by all four networks, highlighted by NBC Radio's *Monitor* and CBS Radio's new "segmented" plan, are included in both tables.

NBC Radio's advance sales for *Monitor* total 11 hours and 37 minutes. (In the absence of any advanced method of breaking *Monitor's* time up into day and night—since scheduling of advertisers is not on a fixed pattern, B•T arbitrarily divided the time equally.) Thus, *Monitor* alone added 5 hours and 48½ minutes to both the day and night '55 columns for NBC Radio.

In the table beginning on page 67, CBS Radio's "segmented" sales fall mainly within these shows: *Edgar Bergen, Tennessee Ernie, Bing Crosby Show,* and *Amos 'n' Andy Music Hall.* The other networks also have participation programs, for example, MBS' "multi-message" plan (nighttime mysteries).

(For consistency, in the case of all participations programs the amount of time designated as commercial was determined by dividing the length of the program by the number of participations which are available for sale within it. Thus, for example, in a 60-minute program offering a total of 12 participations, each sponsored participation would be represented in the table as five minutes of commercial time.)

Optimism over the upcoming season in network radio, however, should be tempered according to the records of the individual networks, which are somewhat spotty. Only MBS was able to show its selling pace this September to be uniformly higher in both daytime and nighttime hours than the same month of last year.

The strongest gains were recorded by CBS Radio in its daytime selling—some 6% ahead of last September—and NBC Radio in its nighttime total, some 19% ahead of last September. There was no outstanding trend in the network totals for both day and night periods, with the increase in hours sold apparently stimulated by the networks as a group, rather than by one or two.

While B•T's breakdown of time sales attempts to be inclusive in its listings and totals, certain sponsorship items which would alter an "average" October week's activity are omitted. Among these are one-time shots—for example, the World Series—as well as political broadcasts. Also eliminated are network purchases by sponsors wherein the total stations are less than 20. Where more than one advertiser participates in a show, time is divided equally except in some instances where one of the participants sponsors more time per week than another.

Although B•T's preview conservatively estimates radio network time sales (per average commercial hours, not necessarily revenue) will be about equal to, or perhaps slightly above, last season, network sales heads are very optimistic, detecting a renewed or unusual interest in network radio among advertisers and their agencies.

Charles T. Ayres, vice president of the ABC Radio Network, promised a "new look" in ABC Radio's evening schedule. At the time this went to press, Mr. Ayres was unwilling to reveal details (see box page 90). Mr. Ayres also said:

"A great many things have changed in the world in the more than 25 years that network radio has been an information and entertainment medium.

"The fact is that radio listening habits have undergone a dramatic change. So has media buying. Today's 'personalized listening' pattern of radio is the key to the continued success of the medium—with listeners and with advertisers.

## MONEY IN THE BANK

Radio Network Time Sales for Fall

| Network | Average Hours of Network Commercials Per Week<br>On Air in Oct., 1954 | Sold as of Sept. 15, 1954 | Sold as of Sept. 12, 1955 |
|---|---|---|---|
| | DAYTIME | | |
| ABC | 23:51½ | 25:00 | 19:57½ |
| CBS | 38:33 | 31:50 | 33:48¾ |
| MBS | 12:55 | 12:25* | 15:39½ |
| NBC | 25:17½ | 22:45 | 20:53 |
| Totals | 100:37 | 92:00 | 90:18¾ |
| | EVENING | | |
| ABC | 7:15½ | 9:00 | 10:50 |
| CBS | 15:03 | 12:40 | 10:30 |
| MBS | 5:25 | 6:00 | 6:40 |
| NBC | 13:11½ | 12:15 | 14:53½ |
| Totals | 40:55 | 39:55 | 42:53½ |
| | TOTALS | | |
| ABC | 31:07 | 34:00 | 30:47½ |
| CBS | 53:36 | 44:30 | 44:18¾ |
| MBS | 18:20 | 18:25 | 22:19½ |
| NBC | 38:29 | 35:00 | 35:46½ |
| Totals | 141:32 | 131:55 | 133:12¼ |

* Adjusted figure. MBS had reported the sale in Sept. 1954 of the full time of "Game of the Day" (2½ hours per broadcast). Actual sale was for one-half that time, according to MBS, or 1¼ hours per broadcast.

"With this new listening pattern in mind we have developed certain elements in the present ABC Radio schedule that are strictly up-to-date with 1955 needs. Our *Weekend News* is the highest-rated radio program on the air today. Proof: It has been continually sponsored for more than two years. *It's Time,* the new weekend series of 18 five-minute feature news broadcasts, was specifically designed for modern individual tuning habits. I think advertisers will find that this package, too, makes good media sense.

"Our morning line-up of dramatic serials, each complete within a week, shows audience strength that is the direct result of this known listening habit."

John Karol, vice president in charge of network sales, CBS Radio, said:

"The solid strength of our weekday schedule, our evening schedule, our concentration on star programming, and our new segmented buying plan combine to create the greatest values in audience and economy in the history of network radio.

"Not only do our Monday-Friday daytime programs reach the largest audiences, they are the favorite by far in television homes. They are, therefore, not only the best buys now but they are the best investments for the future.

"Our evening schedule is the home of the famous names in news—Jackson, Thomas, Murrow, Collingwood, Trout, Sevareid. On weekends and evenings the great names of show business—Edgar Bergen, Arthur Godfrey, Mitch Miller, Jack Carson, Tennessee Ernie, Amos 'n' Andy, Bing Crosby, Robert Q. Lewis—bring entertainment and audience to our network.

"Many of these stars, and other top-grade programs, are available in 5-minute segments. With this type of sponsorship, an advertiser can amass audiences of tremendous size, day or night or in combination, for costs that are the lowest in network history and which seem fractional compared to those of many other media."

According to Harry Trenner, MBS vice president in charge of sales:

"Here, at Mutual, the sales picture for the season is bright.

"Advertisers and their agencies are realizing now, more than ever before, the tremendous pulling power of radio.

"We, in fact, have observed more genuine interest in radio by advertising agencies to-

*(Continued on page 193)*

| Advertiser<br>Program | Gross Time Charges Oct. '54 | Network | Stations Oct. 1954 | Stations Oct. 1955 | Average Hours Per Week* 1954 | Average Hours Per Week* 1955 |
|---|---|---|---|---|---|---|
| **Admiral Corp.** | | | | | | |
| Life is Worth Living | | ABC | | 347 | | 0:30 |
| **Adolph's Food Products** | | | | | | |
| Arthur Godfrey Time | $12,528 | CBS | 206 | | d0:15 | |
| **Aero Mayflower Transit Co.** | | | | | | |
| News | | ABC | | 347 | | d0:25 |
| News | | ABC | | 347 | | 0:50 |
| **All-State Insurance Co.** | | | | | | |
| Bill Stern, Sports | | ABC | | 334 | | 0:37½ |
| **Allis-Chalmers Mfg. Co.** | | | | | | |
| The National Farm & Home Hour | 43,029 | NBC | 192 | 196 | d0:30 | d0:30 |
| **American Bakeries Co.** | | | | | | |
| The Lone Ranger | | NBC | | 41 | | d2:05 |
| **American Dairy Assn.** | | | | | | |
| Bob Hope Radio Show | 14,485 | NBC | 163 | | 0:30 | |
| **American Federation of Labor** | | | | | | |
| Frank Edwards, News | 107,403 | MBS | 154 | | 1:15 | |
| Edward P. Morgan | | ABC | | 175 | | 1:15 |
| **American Home Products Corp.** | | | | | | |
| Our Gal Sunday | 77,328 | CBS | 183 | | d0:52½ | |
| Our Miss Brooks | 33,603 | CBS | 205 | | 0:15 | |
| Romance of Helen Trent | 102,456 | CBS | 189 | | d0:52½ | |
| Gabriel Heatter | 88,448 | MBS | 510 | | 0:30 | |
| Galen Drake | | CBS | | 45 | | d0:25 |
| Arthur Godfrey Time | | CBS | | 204 | | d0:18¾ |
| **American Molasses Co.** | | | | | | |
| Mary Margaret McBride | | NBC | | 197 | | d0:05 |
| **American Safety Razor** | | | | | | |
| Walter Winchell | 35,791 | ABC | 339 | | 0:07½ | |
| **American Soul Clinic** | | | | | | |
| Church in the Home | | ABC | | 191 | | d0:30 |
| **American Telephone & Telegraph Co.** | | | | | | |
| The Telephone Hour | 62,741 | NBC | 200 | 198 | 0:30 | 0:30 |
| **American Tobacco Co.** | | | | | | |
| Jack Benny | 87,540 | CBS | 214 | | 0:30 | |
| Douglas Edwards, News | 70,204 | CBS | 189 | | 0:15 | |
| The Big Story | 63,660 | NBC | 205 | | 0:30 | |
| **Anheuser-Busch Inc.** | | | | | | |
| Sports Today, Bill Stern | 148,313 | ABC | 305 | 333 | 0:15 | 0:37½ |
| **Animal Foundation Inc.** | | | | | | |
| Galen Drake | 12,291 | CBS | 75 | | d0:15 | |
| **Charles Antell Inc.** | | | | | | |
| Charles Antell Program | 30,439 | ABC | 106 | | d1:00 | |
| Martin Block | 7,967 | ABC | 191 | | dp0:44 | |
| Monitor[1] | | NBC | | 197 | | 0:20 |
| Monitor | | NBC | | 197 | | d0:20 |
| **Armour & Co.** | | | | | | |
| Second Mrs. Burton | 95,558 | CBS | 193 | | d1:15 | |
| Wendy Warren, News | 64,159 | CBS | 194 | | d0:50 | |
| **Avco Mfg. Co.** | | | | | | |
| Football Game of the Week | 120,470 | NBC | 149 | | d2:00 | |
| **Ball Bros. Co.** | | | | | | |
| Breakfast Club Review | | ABC | | 338 | | d0:25 |
| **The Beacon Co.** | | | | | | |
| Friday with Garroway | 1,882 | NBC | 118 | | p0:01 | |
| **Bekins Van and Storage Co.** | | | | | | |
| Hollywood Music Hall | 6,195 | CBS | 22 | 25 | 0:30 | 0:30 |
| **Beltone Hearing Aid Co.** | | | | | | |
| Paul Harvey Comments | 24,531 | ABC | 113 | | 0:15 | |
| Gabriel Heatter | 22,712 | MBS | 519 | | 0:07½ | |
| Breakfast Club | | ABC | | 345 | | d0:15 |
| **Hazel Bishop Inc.** | | | | | | |
| Second Mrs. Burton | | CBS | | 144 | | d0:22½ |
| Brighter Day | | CBS | | 144 | | d0:22½ |
| Wendy Warren, News | | CBS | | 204 | | d0:25 |
| **Block Drug Co.** | | | | | | |
| It Happens Every Day | 18,477 | MBS | 278 | | d0:25 | |
| **Bristol-Myers Co.** | | | | | | |
| Arthur Godfrey Time | 14,198 | CBS | 206 | 204 | d0:37½ | d0:37½ |
| Godfrey Digest | 35,154 | CBS | 200 | 204 | 0:15 | 0:10 |
| Nora Drake | 57,535 | CBS | 202 | 204 | d0:37½ | d0:37½ |
| Harry Babbitt Show | 2,625 | CBS | 22 | | d0:19 | |
| Frank Goss, News | | CBS | | 23 | | 0:05 |
| Tom Gorman | | CBS | | 23 | | 0:05 |
| Monitor[1] | | NBC | | 197 | | 0:05 |
| Monitor | | NBC | | 197 | | d0:05 |
| **Brown and Williamson Tobacco Co.** | | | | | | |
| Amos 'n' Andy Music Hall | 26,999 | CBS | 205 | 204 | p0:12 | 0:15 |
| Fibber McGee & Molly | 13,038 | NBC | 188 | 195 | p0:05 | 0:05 |
| Charles Collingwood, News | | CBS | | 204 | | 0:15 |
| News | | NBC | | 197 | | 0:25 |
| **Burton-Dixie Corp.** | | | | | | |
| Paul Harvey, News | | ABC | | 81 | | 0:15 |
| **Campana Sales Corp.** | | | | | | |
| Arthur Godfrey Time | 68,409 | CBS | 203 | 202 | d0:37½ | d0:37½ |
| **Carnation Co.** | | | | | | |
| When A Girl Marries | 130,983 | ABC | 340 | | d1:15 | |
| CBS Newsroom-Sunday Desk | 2,500 | CBS | 23 | 23 | d0:15 | d0:15 |
| Whispering Streets | | ABC | | 330 | | d1:00 |
| **Carter Products Inc.** | | | | | | |
| Fibber McGee & Molly | 13,605 | NBC | 197 | | p0:05 | |
| It Pays to be Married | 6,514 | NBC | 176 | | dp0:05 | |
| Second Chance | 7,106 | NBC | 184 | | dp0:05 | |
| City Hospital | 28,210 | CBS | 204 | | d0:30 | |
| Meet Corliss Archer | 28,123 | CBS | 205 | | 0:15 | |
| Amos 'n' Andy | | CBS | | 23 | | 0:10 |
| Monitor[1] | | NBC | | 197 | | 0:05 |
| Monitor | | NBC | | 197 | | d0:05 |
| **Chemicals Inc.** | | | | | | |
| Frank Goss, News | 6,924 | CBS | 23 | | d0:45 | |
| **Chesebrough Mfg. Co.** | | | | | | |
| Monitor[1] | | NBC | | 197 | | 0:30 |
| Monitor | | NBC | | 197 | | d0:30 |
| **Christian Reformed Church** | | | | | | |
| Back to God Hour | 29,801 | MBS | 268 | 241 | d0:30 | d0:30 |
| **Chrysler Corp.** | | | | | | |
| You Bet Your Life | 63,693 | NBC | 206 | 198 | 0:30 | 0:30 |
| Roy Rogers Show | 63,576 | NBC | 209 | | 0:30 | |
| **Cities Service Co.** | | | | | | |
| Band of America | 48,824 | NBC | 135 | 118 | 0:30 | 0:30 |
| **Coca-Cola Co.** | | | | | | |
| Coke Time | 29,472 | MBS | 201 | 209 | 0:30 | 0:30 |
| **Colgate-Palmolive Co.** | | | | | | |
| The Phrase That Pays | 75,650 | NBC | 198 | | d1:15 | |
| Lorenzo Jones | 75,041 | NBC | 194 | | d1:15 | |
| Strike It Rich | 151,299 | NBC | 197 | | d2:30 | |
| **Columbia Broadcasting System Inc.** | | | | | | |
| Amos 'n' Andy | 31,392 | CBS | 204 | 204 | 0:07½ | 0:05 |
| Godfrey Talent Scouts | | CBS | | 203 | | 0:15 |
| Bing Crosby | | CBS | | 204 | | 0:05 |
| Tennessee Ernie | | CBS | | 204 | | 0:05 |
| **Congress of Industrial Organizations** | | | | | | |
| John W. Vandercook, News | 108,448 | ABC | 160 | 119 | 1:15 | 1:15 |
| **Continental Baking Co.** | | | | | | |
| Make Up Your Mind | 67,389 | CBS | 56 | 59 | d1:15 | d1:15 |
| **Cook Chemical Co.** | | | | | | |
| Cecil Brown, News | | MBS | | 312 | | d0:25 |
| **Corn Products Sales Co.** | | | | | | |
| Arthur Godfrey Time | | CBS | | 204 | | d0:18¾ |
| Wendy Warren, News | | CBS | | 75 | | d0:25 |
| **Cowles Magazines Co.** | | | | | | |
| Monitor[1] | | NBC | | 197 | | d0:05 |
| Monitor | | NBC | | 197 | | 0:05 |
| **Crowell-Collier Publishing Co.** | | | | | | |
| Monitor[1] | | NBC | | 197 | | 0:02½ |
| Monitor | | NBC | | 197 | | d0:02½ |
| Fibber McGee & Mollie | | NBC | | 195 | | p0:05 |
| Second Chance | | NBC | | 180 | | p0:05 |
| **Helene Curtis Industries Inc.** | | | | | | |
| Robert Q. Lewis | 28,360 | CBS | 205 | | d0:15 | |
| **Curtis Publishing Co.** | | | | | | |
| Fibber McGee & Molly | 40,088 | NBC | 194 | | p0:15 | |
| Weekend | 2,182 | NBC | 159 | | dp0:02 | |
| It Pays To Be Married | 1,516 | NBC | 167 | | dp0:01 | |
| Second Chance | 1,635 | NBC | 175 | | dp0:01 | |
| **Curtiss Candy Co.** | | | | | | |
| True Detective Mysteries | | MBS | | 498 | | p0:07½ |
| **Dawn Bible Students Assn.** | | | | | | |
| Frank & Ernest | 17,697 | MBS | 378 | 233 | d0:15 | d0:15 |
| Frank & Ernest | | ABC | | 215 | | d0:15 |
| **Doeskin Products Inc.** | | | | | | |
| Dr. Norman Vincent Peale | | NBC | | 197 | | d0:15 |
| **Dow Chemical Co.** | | | | | | |
| Arthur Godfrey Time | | CBS | | 204 | | d0:18¾ |
| **Dromedary Co.** | | | | | | |
| Amos 'n' Andy | | CBS | | 204 | | 0:05 |
| When A Girl Marries | | ABC | | 347 | | d0:10 |
| **Exquisite Form Brassiere Inc.** | | | | | | |
| Stop The Music | 22,442 | CBS | 201 | | 0:07½ | |
| **Firestone Tire & Rubber Co.** | | | | | | |
| Voice of Firestone | 65,654 | ABC | 302 | 311 | 0:30 | 0:30 |
| **The First Church of Christ Scientist** | | | | | | |
| Monitor Views the News | 16,355 | ABC | 59 | | 0:15 | |
| How Christian Science Heals | | MBS | | 287 | | d0:15 |
| How Christian Science Heals | | MBS | | 287 | | 0:15 |
| **Florda Citrus Commission** | | | | | | |
| Florida Calling with Tom Moore | 158,758 | MBS | 545 | | d2:05 | |
| Story Time | | MBS | | 500 | | dp0:07½ |
| Top Secret Files | | MBS | | 500 | | p0:07½ |
| Treasury Agent | | MBS | | 500 | | p0:07½ |
| True Detective Mysteries | | MBS | | 500 | | p0:07½ |
| Official Detective | | MBS | | 500 | | p0:07½ |
| Counterspy | | MBS | | 500 | | p0:07½ |
| **Flotill Products Inc.** | | | | | | |
| Galen Drake | 14,270 | CBS | 208 | | d0:05 | |
| **Ford Motor Co.** | | | | | | |
| Edward R. Murrow | 76,362 | CBS | 123 | 35 | 0:45 | d1:15 |
| **Free Methodist Church of N. America** | | | | | | |
| Light and Life Hour | 11,004 | ABC | 47 | 76 | d0:30 | d0:30 |
| **General Conference of Seventh Day Adventists** | | | | | | |
| Voice of Prophecy | 24,682 | ABC | 156 | | d0:30 | |
| Voice of Prophecy | 33,661 | MBS | 300 | | d0:30 | |
| **General Foods Corp.** | | | | | | |
| Mary Margaret McBride | 17,081 | NBC | 194 | 197 | d0:10 | d0:05 |
| Breakfast Club | 6,064 | ABC | 315 | | d0:30 | |

Source of October 1954 dollar figures: Publishers Information Bureau
d—Daytime, before 6 p.m.; n—number of stations unknown; p—participation; *—Total time costs for full program package; [1] "Monitor" advertisers cannot be broken down into day or night classifications, thus arbitrarily total time is halved with one figure credited for daytime, the other nighttime.

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NBC #1

"we're 100% sold out on local availabilities, and we're getting money from advertisers who were pallbearers at our funeral"

**WDSU,** New Orleans, La.
Louis Read, Commercial Mgr.

"one of our finest assets both audience-wise and revenue-wise"

**WOOD,** Grand Rapids, Mich.
Willard Schroeder, Gen'l Mgr.

"one of the greatest shows that ever hit radio . . . good enough to schedule it on weekdays, too"

**WJRD,** Tuscaloosa, Ala.
Gene Tibbett, Gen'l Mgr.

"the freshest, most progressive innovation to hit radio in many a year . . . we're selling out approximately 90% of all adjacencies"

**WTTM,** Trenton, N. J.
Fred L. Bernstein, Gen'l Mgr.

"we have succeeded in getting Dayton's, our largest department store, to buy 15 spots weekly on MONITOR . . . they have never used a great deal of radio"

**KROC,** Rochester, Minn.
G. David Gentling,
VP and Gen'l Mgr.

"we've been 100% sold out Saturdays and Sundays since June . . . answers our needs both from a program standpoint and a commercial one"

**WBRE,** Wilkes-Barre, Pa.
David M. Baltimore, Gen'l Mgr.

"a big thing for us and even a turning point in the network radio problem"

**WSYR,** Syracuse, N. Y.
E. R. Vadeboncoeur, Pres.

"it has breathed new life and interest into radio"

**WKY,** Oklahoma City, Okla.
P. A. Sugg, Mgr.

"there's standing room only for local sales . . . we are very enthusiastic . . . it has been well received by both advertisers and listeners"

**KSD,** St. Louis, Mo.
Harold Grams, Program Director

"the best thing that has happened to radio since the crystal set"

**WJBO-WBRL,** Baton Rouge, La.
Kelly Maddox, Gen'l Mgr.

"we have been successful in selling them (the 5-minute local cut-ins) to dealers"

**WWJ,** Detroit, Mich.
Edwin K. Wheeler, Gen'l Mgr.

T
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NBC #1
NBC #1
NBC #1

**"MONITOR has had the instant effect of stimulating our local business"**

**KSTP,** Minneapolis, Minn.
Stanley Hubbard,
Pres. and Gen'l Mgr.

**"its unique quality has served to distinguish one station from another and bring the industry out of the recorded music rut"**

**WAVE,** Louisville, Ky.
G. W. Norton, Pres.

**"led all other radio stations"**

**WBAP,** Fort Worth, Tex.
Harold Hough, Director

**"local availabilities are 85% sold out . . . a solution for radio programming that the industry has long been seeking"**

**WROL,** Knoxville, Tenn.
W. H. Linebaugh,
VP and Gen'l Mgr.

**"Saturday and Sunday billing is up as much as 300% . . . MONITOR will undoubtedly blaze the trail for radio in the future"**

**WLW,** Cincinnati, Ohio
Robert E. Dunville, Pres.

**MONITOR's** booming coast-to-coast impact is making broadcast history.

Both national and local advertisers are responding to the new vitality MONITOR has brought to Radio. It's reflected in network billings and in station billing reports from NBC affiliates throughout the country.

NBC stations also report exciting audience resurgence. Only 7 weeks after MONITOR's inception, a special Pulse survey in major markets showed NBC stations enjoying significant increases in unduplicated weekend audiences . . . for example, in Washington 21%, in Chicago 27%. Over a 4-week period in July, during network option time alone, MONITOR reached into nearly 8,000,000 radio-TV homes, and into more than 5,000,000 radio-only homes.

With only 15 participations spaced over each week-end, a national advertiser can build a 4-week cumulative audience for his dollar that cannot be matched anywhere else in radio. Add MONITOR's great out-of-home bonus audience, and you've got the most powerful coverage at lowest cost in all network radio.

MONITOR delivers audience . . . and makes sales.

Call your NBC RADIO representative today.

*exciting things are happening on the*

NBC
RADIO NETWORK

*a service of* RCA

| Advertiser Program | Gross Time Charges Oct. '54 | Net-work | Stations Oct. 1954 | Stations Oct. 1955 | Average Hours Per Week* 1954 | Average Hours Per Week* 1955 |
|---|---|---|---|---|---|---|
| Galen Drake | 4,342 | CBS | 110 | 118 | d0:05 | d0:15 |
| Renfro Valley | 21,712 | CBS | 110 | | d0:25 | |
| Wendy Warren, News | | CBS | | 118 | | d0:20 |
| Bing Crosby | | CBS | | 118 | | 0:15 |
| Backstage Wife | | CBS | | 48 | | d0:22½ |
| Helen Trent | | CBS | | 48 | | d0:15 |
| Our Gal Sunday | | CBS | | 48 | | d0:15 |
| Dr. Malone | | CBS | | 48 | | d0:22½ |
| Second Mrs. Burton | | CBS | | 48 | | d0:22½ |
| Perry Mason | | CBS | | 48 | | d0:22½ |
| Brighter Day | | CBS | | 48 | | d0:22½ |
| Sunshine Boys | | ABC | | 79 | | d0:25 |
| **General Mills** | | | | | | |
| Lone Ranger | 115,198 | ABC | 178 | | 1:15 | |
| Silver Eagle | 74,352 | ABC | 185 | | 0:25 | |
| Sam Hayes | 11,258 | ABC | 42 | 45 | d1:15 | d0:30 |
| Betty Crocker | 46,161 | ABC | 298 | | d0:45 | |
| Whispering Streets | 71,745 | ABC | 332 | | d1:00 | |
| Lone Ranger | | NBC | | 195 | | d2:05 |
| **General Motors Corp.** | | | | | | |
| Alan Jackson, News | 14,535 | CBS | 117 | 204 | 0:10 | 0:10 |
| Alan Jackson, News | 15,688 | CBS | 196 | 204 | d0:10 | d0:25 |
| Robert Trout, News | 22,571 | CBS | 175 | 204 | d0:15 | d0:30 |
| Robert Trout, News | 73,486 | CBS | 199 | 204 | 0:25 | 0:25 |
| Dinah Shore | 84,072 | NBC | 202 | | 0:30 | |
| Your Land and Mine | 46,646 | ABC | 334 | | 0:15 | |
| Arthur Godfrey Time | 68,904 | CBS | 206 | 204 | d0:37½ | d0:37½ |
| Lowell Thomas | | CBS | | 204 | | 1:15 |
| Monitor[1] | | NBC | | 197 | | 0:25 |
| Monitor | | NBC | | 197 | | d0:25 |
| Your Land and Mine | | NBC | | 198 | | 0:15 |
| **General Paint Co.** | | | | | | |
| Amos 'n' Andy Music Hall | | CBS | | 48 | | 0:10 |
| **General Tire & Rubber Co.** | | | | | | |
| Sports Time, Harry Wismer | 40,580 | MBS | 439 | 435 | 0:15 | d0:25 |
| **Gillette Co.** | | | | | | |
| Boxing | 70,310 | NBC | 193 | | 0:30 | |
| Frank Sinatra | 65,772 | NBC | 200 | | 0:30 | |
| Romance of Helen Trent | 17,303 | CBS | 185 | 182 | d0:22½ | d0:15 |
| People Are Funny | 26,252 | NBC | 199 | | 0:15 | |
| Young Widder Brown | 30,058 | NBC | 174 | | d0:30 | |
| Meet Corliss Archer | 31,836 | CBS | 207 | | 0:15 | |
| Arthur Godfrey Time | 47,325 | CBS | 207 | | d0:37½ | |
| Nora Drake | 51,431 | CBS | 201 | 204 | d0:37½ | d0:37½ |
| Our Miss Brooks | 41,488 | CBS | 206 | 204 | 0:15 | 0:15 |
| One Man's Family | 53,965 | NBC | 196 | | 0:30 | |
| Stella Dallas | 30,058 | NBC | 175 | | d0:30 | |
| Game of The Day | | MBS | | 325 | | d2:30 |
| Young Dr. Malone | | CBS | | 183 | | d0:15 |
| Talent Scouts | | CBS | | 204 | | 0:15 |
| Cavalcade of Sports | | NBC | | 194 | | 0:45 |
| **Goodyear Tire & Rubber Co.** | | | | | | |
| Greatest Story | 47,830 | ABC | 331 | 333 | d0:30 | d0:30 |
| **Gospel Broadcasting Assn.** | | | | | | |
| Old Fashioned Revival Hour | 65,054 | ABC | 265 | 290 | d1:00 | d1:00 |
| **Billy Graham Evangalistic Assn.** | | | | | | |
| Hour of Decision | 46,836 | ABC | 301 | 314 | d0:30 | d0:30 |
| Hour of Decision | 36,780 | MBS | 330 | 309 | 0:30 | 0:30 |
| **Grove Labs Inc.** | | | | | | |
| Story Time | | MBS | | 500 | | dp0:07½ |
| Top Secret Files | | MBS | | 500 | | p0:07½ |
| Treasury Agent | | MBS | | 500 | | p0:07½ |
| True Detective Mysteries | | MBS | | 500 | | p0:07½ |
| Official Detective | | MBS | | 500 | | p0:07½ |
| Counterspy | | MBS | | 500 | | p0:07½ |
| **Gruen Watch Co.** | | | | | | |
| Walter Winchell | 23,650 | ABC | 337 | | 0:07½ | |
| **Hagan Corp.** | | | | | | |
| Galen Drake | 12,206 | CBS | 68 | | d0:10 | |
| Mary Margaret McBride | | NBC | | 198 | | d0:05 |
| **Hallmark Cards Inc.** | | | | | | |
| Hall of Fame | 66,665 | CBS | 205 | | 0:30 | |
| Bing Crosby | | CBS | | 204 | | 0:10 |
| **Hamm Brewing Co.** | | | | | | |
| Scoreboard | | CBS | | 36 | | 0:25 |
| **Hansen's Chr. Labs** | | | | | | |
| Modern Romances | 54,092 | ABC | 194 | | d0:30 | |
| **Harrison Products** | | | | | | |
| Nick Carter | | MBS | | 531 | | d0:30 |
| **Hawaiian Pineapple Co.** | | | | | | |
| Houseparty | 28,495 | CBS | 174 | 172 | d0:15 | d0:15 |
| **Hartz Mountain Products Corp.** | | | | | | |
| Arthur Godfrey Time | | CBS | | 204 | | d0:15 |
| **Healing Waters Inc.** | | | | | | |
| Orel Robert's Broadcasts | 13,547 | ABC | 89 | 236 | d0:30 | d0:30 |
| **Hexol Inc.** | | | | | | |
| Dr. Paul | 8,319 | NBC | 34 | | d0:37½ | |
| **Highland Church of Christ** | | | | | | |
| Herald of Truth | 31,089 | ABC | 171 | 216 | d0:30 | d0:30 |
| **Hills Bros. Coffee Inc.** | | | | | | |
| Women's News Desk | 9,072 | CBS | 45 | | d0:25 | |
| **Jackson Brewing Co.** | | | | | | |
| Game of The Day | | MBS | | 85 | | d1:15 |
| **Jerclaydon Inc.** | | | | | | |
| Arthur Godfrey Time | 18,507 | CBS | 196 | | d0:15 | |
| **Johns-Manville Corp.** | | | | | | |
| Bill Henry, News | 98,447 | MBS | 443 | | 0:25 | |
| **S. C. Johnson & Son Inc.** | | | | | | |
| News | 133,586 | MBS | 553 | | d2:05 | |
| **Kellogg Co.** | | | | | | |
| Wild Bill Hickok | 85,420 | MBS | 467 | | d1:15 | |
| Arthur Godfrey Time | 49,856 | CBS | 201 | 200 | d0:37½ | d0:37½ |
| Houseparty | 36,064 | CBS | 195 | 199 | d0:30 | d0:30 |
| **Kevo Co.** | | | | | | |
| Phil Norman | | CBS | | 23 | | d0:15 |
| **Lemon Products Advisory Board** | | | | | | |
| Top Secret Files | 19,500 | MBS | 510 | | p0:07½ | |
| Mickey Spillane | * | MBS | 510 | | p0:07½ | |
| Squad Room | * | MBS | 510 | | p0:07½ | |
| Official Detective | * | MBS | 510 | | p0:07½ | |
| Counterspy | * | MBS | 510 | | p0:07½ | |
| **Lever Bros.** | | | | | | |
| Aunt Jenny | 90,554 | CBS | 190 | | d1:15 | |
| Talent Scouts | 52,952 | CBS | 171 | 170 | 0:30 | 0:15 |
| Lux Radio Theatre | 114,068 | CBS | 206 | | 1:00 | |
| Houseparty | 52,238 | CBS | 183 | 185 | d0:45 | d0:45 |
| Arthur Godfrey Time | 45,886 | CBS | 198 | 197 | d0:37½ | d0:37½ |
| **Lewis Food Co.** | | | | | | |
| Shirley Thomas | 4,424 | NBC | 21 | 21 | d0:30 | d0:30 |
| **Lewis-Howe Co.** | | | | | | |
| Fibber McGee & Molly | 3,464 | NBC | 197 | | p0:01 | |
| It Pays To Be Married | 1,683 | NBC | 173 | | dp0:01 | |
| Second Chance | 1,794 | NBC | 184 | | dp0:01 | |
| Arthur Godfrey Time | | CBS | | 204 | | d0:18¾ |
| **Liggett & Myers Tobacco Co.** | | | | | | |
| Perry Como | 111,876 | CBS | 212 | | 0:45 | |
| Dragnet | 63,900 | NBC | 206 | | 0:30 | |
| Gunsmoke | 57,310 | CBS | 214 | 209 | 0:30 | 0:25 |
| Gunsmoke | 25,371 | CBS | 201 | | d0:30 | d0:25 |
| Harry Babbitt | | CBS | | 22 | | d0:22½ |
| **Longines-Wittnauer Watch Co.** | | | | | | |
| Larry Lesueur, News | 30,023 | CBS | 58 | 126 | d0:40 | 0:35 |
| Longines Symphonette | 37,730 | CBS | 124 | 126 | d0:30 | d0:30 |
| Choraliers | 114,358 | CBS | 123 | | 1:15 | |
| News | | CBS | | 126 | | d0:15 |
| **P. Lorrilard Co.** | | | | | | |
| Monday Morning Headlines | 36,729 | ABC | 343 | | 0:15 | |
| Taylor Grant, News | 44,389 | ABC | 339 | | 0:15 | |
| Two For The Money | 85,790 | CBS | 209 | 204 | 0:30 | 0:30 |
| Queen For A Day | 125,475 | MBS | 537 | 443 | d1:15 | d1:15 |
| **Los Angeles Soap Co.** | | | | | | |
| Harry Babbitt Show | 6,083 | CBS | 23 | 26 | d0:37½ | d0:37½ |
| **Lutheran Church-Missouri Synod** | | | | | | |
| Lutheran Hour | 39,000 | MBS | 491 | 449 | d0:30 | d0:30 |
| **M. J. B. Co.** | | | | | | |
| Chet Huntley, News | 9,117 | ABC | 53 | | d1:15 | |
| **Manion Forum of Opinion** | | | | | | |
| Dean Clarence Manion | | MBS | | 28 | | d0:15 |
| **Mars Inc.** | | | | | | |
| People Are Funny | 31,370 | NBC | 199 | | 0:15 | |
| **Mary Ellen Jams & Jellies** | | | | | | |
| Harry Babbitt | | CBS | | 21 | | d0:37½ |
| **Mennen Co.** | | | | | | |
| Frank Goss, News | 6,968 | CBS | 21 | | d0:45 | |
| **Metropolitan Life Insurance Co.** | | | | | | |
| Dave Vaile, News | 37,961 | CBS | 30 | | 1:15 | |
| Allan Jackson, News | | CBS | | 31 | | 1:15 |
| **Miles Labs Inc.** | | | | | | |
| News of The World | 139,867 | NBC | 188 | 184 | 1:15 | 1:15 |
| Just Plain Bill | 77,192 | NBC | 177 | | d1:15 | |
| Break The Bank | 96,888 | MBS | 459 | | d1:15 | |
| Break The Bank | 71,146 | NBC | 168 | | d1:15 | |
| Fibber McGee & Molly | | NBC | | 161 | | 1:15 |
| Woman In My House | | NBC | | 187 | | d1:15 |
| **Milner Products Co.** | | | | | | |
| Robert Q. Lewis | | CBS | | 204 | | d0:05 |
| **Miller Brewing Co.** | | | | | | |
| Monitor[1] | | NBC | | 197 | | 0:15 |
| Monitor | | NBC | | 197 | | d0:15 |
| **Minnesota Mining & Mfg. Co.** | | | | | | |
| Arthur Godfrey Time | 68,904 | CBS | 206 | 204 | d0:37½ | d0:18¾ |
| **Philip Morris & Co.** | | | | | | |
| My Little Margie | 84,220 | CBS | 204 | | 0:30 | |
| Tennessie Ernie | | CBS | | 204 | | 0:10 |
| Bing Crosby | | CBS | | 204 | | 0:10 |
| Edgar Bergan | | CBS | | 204 | | 0:05 |
| Monitor[1] | | NBC | | 197 | | 0:40 |
| Monitor | | NBC | | 197 | | d0:40 |
| **Morton Packing Co.** | | | | | | |
| Monitor[1] | | NBC | | 197 | | 0:07½ |
| Monitor | | NBC | | 197 | | d0:07½ |
| **Murine Co.** | | | | | | |
| Amos 'n' Andy Music Hall | 16,874 | CBS | 205 | | p0:07½ | |
| Queen For A Day | 12,127 | MBS | 545 | | d0:07½ | |
| Fibber McGee & Molly | 17,246 | NBC | 198 | | 0:06 | |
| Arthur Godfrey Time | | CBS | | 204 | | d0:15 |
| **Mutual Benefit Health & Accident Assn.** | | | | | | |
| Bob Considine | 41,750 | MBS | 534 | 538 | 0:15 | 0:15 |
| **Mutual of Omaha** | | | | | | |
| Monitor[1] | | NBC | | 197 | | 0:18½ |
| Monitor | | NBC | | 197 | | d0:18½ |
| **Mytinger & Casselberry Inc.** | | | | | | |
| The Nutrilite Show | 39,758 | NBC | 155 | 197 | d0:30 | d0:55 |
| **National Biscuit Co.** | | | | | | |
| Arthur Godfrey Time | 24,936 | CBS | 203 | | d0:37½ | |
| Adventures of Rin-Tin-Tin | | MBS | | 547 | | d0:30 |
| **National Dairy Products** | | | | | | |
| Edgar Bergen & Charlie McCarthy | 140,615 | CBS | 204 | | 1:00 | |
| News | | MBS | | v | | d2:05 |
| **Nehi Corp.** | | | | | | |
| Robert Q. Lewis | 22,590 | CBS | 167 | | d0:15 | |

Source of October 1954 dollar figures: Publishers Information Bureau

d—Daytime, before 6 p.m.; n—number of stations unknown; p—participation; *—Total time costs for full program package; [1] "Monitor" advertisers cannot be broken down into day or night classifications, thus arbitrarily total time is halved with one figure credited for daytime, the other nightime.

## *First nationwide football colorcast originates from Atlanta*

A new peak in television service was reached September 17, when Georgia Tech and the University of Miami met at Grant Field in Atlanta. The grid spectacle was telecast in color over the NBC network to the entire country, the first football game to be so presented. WSB-TV, the first television station in the South, is proud of its long-time association with the National Broadcasting Company, and is particularly pleased with having had a part in the origination of this first nationwide football color telecast.

*The great Area station of the Southeast*

tv
NTA

**NBC Affiliate. Represented by Petry.**

**Affiliated with The Atlanta Journal and Constitution.**

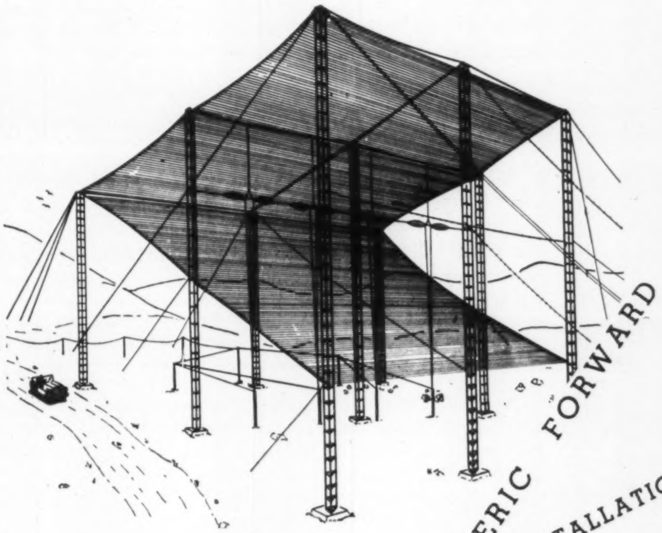
| Advertiser Program | Gross Time Charges Oct. '54 | Net-work | Stations Oct. 1954 | Stations Oct. 1955 | Average Hours Per Week* 1954 | Average Hours Per Week* 1955 |
|---|---|---|---|---|---|---|
| **Nestle Co.** | | | | | | |
| CBS Newsroom-Sunday Desk | 2,500 | CBS | 23 | | d0:15 | |
| Space Patrol | 29,166 | ABC | 349 | | d0:15 | |
| **Pabst Brewing Co.** | | | | | | |
| Boxing | | ABC | | 336 | | 0:45 |
| **Norwich Pharmacal Co.** | | | | | | |
| Story Time | | MBS | | 500 | | dp0:07½ |
| Top Secret Files | | MBS | | 500 | | p0:07½ |
| Treasury Agent | | MBS | | 500 | | p0:07½ |
| True Detective Mysteries | | MBS | | 500 | | p0:07½ |
| Official Detective | | MBS | | 500 | | p0:07½ |
| Counterspy | | MBS | | 500 | | p0:07½ |
| **Pacific Western Oil Corp.** | | | | | | |
| Alex Drier-Farming | 16,084 | NBC | 28 | 28 | d1:30 | d1:30 |
| Football | 13,607 | ABC | 47 | | d2:00 | |
| **Park & Tilford Co.** | | | | | | |
| When A Girl Marries | | ABC | | 345 | | d0:15 |
| **Pearson Pharmacal Co.** | | | | | | |
| Top Secret Files | | MBS | | 496 | | p0:07½ |
| Treasury Agent | | MBS | | 497 | | p0:07½ |
| True Detective Mysteries | | MBS | | 498 | | p0:07½ |
| Offical Detective | | MBS | | 497 | | p0:07½ |
| Counterspy | | MBS | | 497 | | p0:07½ |
| **Pet Milk Co.** | | | | | | |
| Arthur Godfrey Time | 61,850 | CBS | 198 | 204 | d0:37½ | d0:37½ |
| Mary Lee Taylor | 16,209 | NBC | 169 | | d0:30 | |
| **Pharmaco Inc.** | | | | | | |
| Hilltop House | 41,568 | CBS | 141 | | d0:30 | |
| Companion | | ABC | | 345 | | d0:45 |
| **Philco Corp.** | | | | | | |
| Breakfast Club | 82,261 | ABC | 335 | | d0:45 | |
| Panarama Time | | MBS | | 311 | | d0:25 |
| **Pillsbury Mills** | | | | | | |
| Arthur Godfrey Time | 76,024 | CBS | 207 | 202 | d1:00 | d1:00 |
| Houseparty | 72,432 | CBS | 198 | 204 | d1:00 | d1:00 |
| **Procter & Gamble Co.** | | | | | | |
| Guiding Light | 73,301 | CBS | 128 | 143 | d1:15 | d1:15 |
| Ma Perkins | 78,576 | CBS | 162 | 144 | d1:15 | d1:15 |
| Our Gal Sunday | 17,149 | CBS | 180 | 179 | d0:22½ | d0:18¾ |
| Perry Mason | 71,460 | CBS | 163 | 151 | d1:15 | d0:45 |
| Rosemary | 56,670 | CBS | 94 | | d1:15 | |
| Young Dr. Malone | 69,409 | CBS | 153 | | d1:15 | |
| Woman In My House | 80,368 | NBC | 167 | | d2:30 | |
| Pepper Young's Family | 82,428 | NBC | 172 | 163 | d1:15 | d1:15 |
| Backstage Wife | 73,315 | NBC | 177 | | d1:15 | |
| Brighter Day | 73,035 | NBC | 166 | | d1:15 | |
| Road of Life | 71,287 | CBS | 137 | 133 | d1:15 | d1:15 |
| Right to Happiness | 82,628 | NBC | 166 | 188 | d1:15 | d1:15 |
| Wendy Warren | 26,841 | CBS | 194 | | d0:25 | |
| **Prudential Insurance Co. of America** | | | | | | |
| Fibber McGee & Molly | 72,737 | NBC | 199 | | p0:26 | |
| **Q-Tips Inc.** | | | | | | |
| Mary Margaret McBride | | NBC | | 197 | | d0:10 |
| **Quaker Oats Co.** | | | | | | |
| Breakfast Club | 51,776 | ABC | 347 | | d0:30 | |
| Sgt. Preston of Yukon | 58,476 | MBS | 406 | 511 | d1:00 | d2:30 |
| Hotel for Pets | 21,800 | NBC | 31 | 86 | d0:45 | d0:45 |
| Top Secret Files | | MBS | | 496 | | p0:07½ |
| True Detective Mysteries | | MBS | | 498 | | p0:07½ |
| Counterspy | | MBS | | 497 | | p0:07½ |
| Here's Hollywood | | MBS | | n | | dp0:02 |
| **Quality Goods Mfrs. Inc.** | | | | | | |
| Stop The Music | 22,442 | CBS | 201 | | 0:07½ | |
| **Radio Bible Class** | | | | | | |
| Radio Bible Class | 32,302 | MBS | 283 | 246 | d0:30 | d0:30 |
| Radio Bible Class | | ABC | | 230 | | d0:30 |
| **Radio Church of God** | | | | | | |
| The World Tomorrow | 21,305 | ABC | 98 | | d0:30 | |
| **Radio Corp. of America** | | | | | | |
| Fibber McGee & Molly | 27,717 | NBC | 202 | | 0:10 | |
| Weekend | 11,376 | NBC | 163 | | d0:10 | |
| Monitor[1] | | NBC | | 197 | | d0:37½ |
| Monitor | | NBC | | 197 | | 0:37½ |
| **Realemon-Purina** | | | | | | |
| Breakfast Club | 48,196 | ABC | 405 | 344 | d0:30 | d0:15 |
| **Revlon Products Corp.** | | | | | | |
| $64,000 Question | | CBS | | 204 | | 0:30 |
| **Rexall Drug Inc.** | | | | | | |
| Silver Eagle | 12,719 | ABC | 185 | | d0:03 | |
| Queen For A Day | 12,127 | MBS | 545 | | d0:07½ | |
| It Pays To Be Married | 3,254 | NBC | 172 | | dp0:04 | |
| The Great Gildersleeve | 9,600 | NBC | 187 | | 0:02½ | |
| Rybutol Weekend News | 134,422 | ABC | 344 | | 0:55 | |
| Rybutol Weekend News | * | ABC | 344 | | d0:55 | |
| **R. J. Reynolds Tobacco Co.** | | | | | | |
| Treasury Agent | 31,500 | MBS | 492 | 497 | p0:07½ | p0:07½ |
| Squad Room | * | MBS | 492 | | p0:07½ | |
| Official Detective | * | MBS | 492 | 497 | p0:07½ | p0:07½ |
| Counterspy | * | MBS | 492 | 497 | p0:07½ | p0:07½ |
| Walk A Mile | 63,237 | NBC | 201 | | 0:30 | |
| Line-up-Scoreboard | not available | MBS | 247 | | d0:10 | |
| Grand Ole Opry | 30,036 | NBC | 95 | 95 | 0:30 | 0:30 |
| Scoreboard | | MBS | | 400 | | d0:10 |
| Top Secret Files | | MBS | | 496 | | p0:07½ |
| True Detective Mysteries | | MBS | | 498 | | p0:07½ |
| **Rheem Mfg. Co.** | | | | | | |
| Meet the Missus | 1,351 | CBS | 25 | | d0:25 | |
| **Rhodes Pharmacal Co.** | | | | | | |
| Kenneth Bankhart | 26,034 | NBC | 198 | | d0:15 | |
| **Richfield Oil Corp.** | | | | | | |
| Richfield Reporter | 26,858 | NBC | 21 | 21 | 1:30 | 1:30 |
| **Rockwood & Co.** | | | | | | |
| Breakfast Club | 49,170 | ABC | 318 | | d0:15 | |
| **Roman Meal Co.** | | | | | | |
| Bob Garred, News | | ABC | | 54 | | d0:22½ |
| **S.O.S. Co.** | | | | | | |
| Top Secret Files | 12,800 | MBS | 510 | | p0:07½ | |
| Mickey Spillane | * | MBS | 510 | | p0:07½ | |
| Nightmare | * | MBS | 510 | | p0:07½ | |
| Official Detective | * | MBS | 510 | | p0:07½ | |
| **San Francisco Brewing Corp.** | | | | | | |
| Burgie Music Box | | ABC | | n | | 2:30 |
| **Safeway Stores Inc.** | | | | | | |
| No School Today | 13,981 | ABC | 80 | 78 | d0:30 | d0:30 |
| **Schwayder Bros. Inc.** | | | | | | |
| Samsonite Travel Bureau | | NBC | | 198 | | 0:05 |
| **Scripto Inc.** | | | | | | |
| Monitor[1] | | NBC | | 197 | | 0:12½ |
| Monitor[1] | | NBC | | 197 | | d0:12½ |
| **Seeman Bros.** | | | | | | |
| Sheliah Graham Show | 6,480 | ABC | 331 | | d0:10 | |
| Whispering Streets | 60,022 | ABC | 336 | | d0:40 | |
| News | | MBS | | 522 | | 0:15 |
| **Sleep-Eze Co.** | | | | | | |
| Young Dr. Malone | | CBS | | 204 | | d0:18¾ |
| **Socony-Vacuum Oil Co.** | | | | | | |
| Monitor[1] | | NBC | | 197 | | 0:27½ |
| Moniter[1] | | NBC | | 197 | | d0:27½ |
| **A. E. Staley Mfg. Co.** | | | | | | |
| Arthur Godfrey Time | 62,290 | CBS | 208 | 204 | d0:37½ | d0:37½ |
| **Standard Brands Inc.** | | | | | | |
| Kenneth Bankhart, News | | NBC | | 197 | | d0:10 |
| **Standard Oil Co. of Calif.** | | | | | | |
| The Whistler | 3,146 | CBS | 28 | | 0:30 | |
| The Standard Hour | 15,140 | NBC | 25 | | 1:00 | |
| **Standard Oil Co. of Indiana** | | | | | | |
| Edward R. Murrow | 100,556 | CBS | 90 | 83 | 1:15 | 0:45 |
| **Standard Oil Co. of New Jersey** | | | | | | |
| Esso Reporter | | MBS | | 162 | | 0:25 |
| **Star-Kist Foods Inc.** | | | | | | |
| Arthur Godfrey Time | 61,640 | CBS | 196 | | d0:37½ | |
| **State Farm Insurance Co.** | | | | | | |
| Jack Brickhouse | 15,203 | MBS | 492 | | d0:10 | |
| **Sterling Drug Inc.** | | | | | | |
| Young Widder Brown | 54,509 | NBC | 176 | 174 | d0:45 | d0:45 |
| My True Story | 92,440 | ABC | 255 | 254 | d1:15 | d1:15 |
| Stella Dallas | 54,509 | NBC | 176 | 174 | d0:45 | d0:45 |
| **Eugene Stevens Co.** | | | | | | |
| How to Save Money on Car | 15,632 | ABC | 197 | | 0:07½ | |
| **Stokely-Van Camp Inc.** | | | | | | |
| When a Girl Marries | | ABC | 347 | | d0:25 | |
| **Sun Oil Co.** | | | | | | |
| Three Star Extra | 78,473 | NBC | 36 | 34 | 1:15 | 1:15 |
| **Swift & Co.** | | | | | | |
| Breakfast Club | 220,986 | ABC | 335 | | d2:30 | |
| **The Texas Co.** | | | | | | |
| Sports Final | 90,000 | CBS | 30 | 48 | d1:30 | d1:15 |
| Weekend News | | ABC | | 347 | | 1:15 |
| Metropolitan Opera | | ABC | | 347 | | d3:00 |
| Weekend News | | ABC | | 347 | | d1:15 |
| **Trans-World Airlines** | | | | | | |
| Walter Winchell | | MBS | | 500 | | 0:15 |
| **The Assemblies of God** | | | | | | |
| Revival Time | 35,304 | ABC | 202 | 339 | 0:30 | 0:30 |
| **Union Oil Co. of Calif.** | | | | | | |
| Frank Goss, News | | CBS | | 27 | | d1:15 |
| **Van Camp Sea Food Co.** | | | | | | |
| Robert Q. Lewis | 28,270 | CBS | 204 | | d0:15 | |
| **Vick Chemical Co.** | | | | | | |
| Modern Romances | 30,723 | ABC | 192 | | d0:22½ | |
| **Voice of Prophecy Inc.** | | | | | | |
| Voice of Prophecy | | MBS | | 288 | | d0:30 |
| Voice of Prophecy | | ABC | | 185 | | d0:30 |
| **Western Union Telegraph Co.** | | | | | | |
| Monitor[1] | | NBC | | 197 | | 0:32½ |
| Monitor | | NBC | | 197 | | d0:32½ |
| **Wheatena Corp.** | | | | | | |
| Harry Babbitt Show | 2,625 | CBS | 22 | | d0:19 | |
| **Willard Storage Battery Co.** | | | | | | |
| Treasury Agent | | MBS | | 497 | | p0:07½ |
| Official Detective | | MBS | | 497 | | p0:07½ |
| Counterspy | | MBS | | 497 | | p0:07½ |
| **J. B. Williams Co.** | | | | | | |
| Monitor[1] | | NBC | | 197 | | 1:15 |
| Monitor | | NBC | | 197 | | d1:15 |
| **Wings of Healing** | | | | | | |
| Global Frontiers | 13,813 | MBS | 290 | 249 | d0:15 | 0:15 |
| **F. W. Woolworth Co.** | | | | | | |
| Woolworth Hour | | CBS | | 204 | | d1:00 |
| **World Church** | | | | | | |
| O. L. Jaggers | 13,428 | ABC | 147 | | 0:30 | |
| **William Wrigley Jr. Co.** | | | | | | |
| Gene Autry | 68,775 | CBS | 192 | 194 | 0:30 | 0:30 |
| FBI in Peace & War | 55,480 | CBS | 195 | | 0:25 | |
| Amos 'n' Andy Music Hall | 13,543 | CBS | 206 | | p0:06 | |
| Howard Miller | | CBS | | 156 | | d1:15 |
| **Dr. Thomas Wyatt** | | | | | | |
| Wings of Healing | 26,407 | ABC | 147 | 256 | d0:30 | d0:30 |
| Wings of Healing | 33,074 | MBS | 372 | 234 | d0:30 | d0:30 |
| **Tide Water Associated Oil Co.** | | | | | | |
| Football | | ABC | | 44 | | d3:00 |

Source of October 1954 dollar figures: Publishers Information Bureau
d—Daytime, before 6 p.m.; n—number of stations unknown; p—participation; *—Total time costs for full program package; [1] "Monitor" advertisers cannot be broken down into day or night classifications, thus arbitrarily total time is halved with one figure credited for daytime, the other nightime.

# "FORWARD SCATTER"

LONG-RANGE

COMMUNICATION SYSTEMS



PIONEERS IN IONOSPHERIC & TROPOSPHERIC FORWARD SCATTER COMMUNICATION SYSTEMS

SYSTEMS DESIGN

INSTALLATION • OPERATIONS & TRAINING

RESEARCH & DEVELOPMENT

## PAGE COMMUNICATIONS ENGINEERS, INC.*

WASHINGTON, D. C. • SEATTLE • JUNEAU • OXFORD, ENGLAND

* an affiliate of PAGE, CREUTZ, GARRISON & WALDSCHMITT

and RIXON ELECTRONICS INC.

openings for Qualified Engineers

# HAVE NETWORK BILLINGS HIT BOTTOM?

YES, and they are now on the way up, Arthur Hull Hayes, president, CBS Radio, told B•T editors in the recorded interview transcribed below. Network radio's comeback, Mr. Hayes believes, stems chiefly from the revival of two programming principles basic to radio's original success: that people want to hear what they want to hear when they want to hear it ("tune in tomorrow, same time, same station") and that they want to hear news while it happens ("we interrupt our program to bring you . . .").

**Q:** Mr. Hayes, how's business?

**A:** I assume you're speaking of network radio now, and network business is very good. We've had a number of excellent renewals recently and quite a few new accounts.

**Q:** If things are so good, how do you justify the 20% reduction in payment to your affiliates?

**A:** I don't think that's too difficult. When we met with the affiliates in April and May and again in June, they recognized as well as we that we were not doing the volume of network business that we had been doing a few years ago. However, we did feel that while we have had some rather rough days, radio had hit the bottom, the nadir, so to speak, and was already on the way up. If radio is on the way up, it would be folly on our part not to maintain the finest program schedule we can, and to do this calls for a tightening of belts all around so that both the stations and we could make a contribution to continue the finest network service possible.

MR. HAYES

**Q:** When you say radio is on the way up, do you mean network radio specifically, or all radio?

**A:** Both. I think that all radio, which did take a bump when television came in, is on the way up. Lately it's been gratifying from the network standpoint, also.

**Q:** Do you think that this upturn in business is because you're selling harder or because network radio is getting easier to sell?

**A:** Well, now, that depends on who you're talking to. If I were talking to a trade journal, I would say it's because everyone wants to buy radio. If I were talking to my boss, I'd say it's because we are selling so much harder.

**Q:** Regarding this increase in network business, is there a different type of advertiser coming in, or is the same advertiser returning to radio?

**A:** That's kind of a hard one to answer. We've asked the same question ourselves and have been doing some analysis. There have been some new advertisers and new types of advertiser. Take Woolworth, for instance. It's the first time, to my knowledge, that a large nationwide retailer has gone into network radio, and gone into it on such a big scale. On the other hand, a great many of our old advertisers have renewed and some have even increased their schedules. I think it's a combination of both.

**Q:** Do you think that going to one rate had anything to do with this business increase in the last month or so?

**A:** I don't know. It's hard to say. I think it made it a little easier for the advertiser, although all networks and most stations have been at one rate for quite some time, as far as advertiser dollars are concerned. The nighttime rates had much heavier discounting than daytime, with the net result that the advertiser was paying practically the same price for time either day or night.

What we've done is just take the confusion out of it. Instead of putting a false set of discounts on at night, we have made the night and daytime rate the same and discounts the same and published them as they truly are. I think it's too soon to tell whether the publishing of one rate has had any effect or not.

**Q:** What about billings? If this isn't unfair to ask, what do you predict will happen this September, compared to last September?

**A:** None of the networks will be as high this September as they were last year, because this year has not been as good as last year. I think, as I said a few moments ago that we have turned up, but I don't think the upturn will be completely reflected as soon as September. You'll see some increase over earlier this year, but whether it'll pass last year, I think is very doubtful.

**Q:** Last September you had almost 43½ hours a week sold. (I looked it up.) Do you think it'll get pretty close to that now?

**A:** I can't tell you in terms of hours. This new way of selling is hard to measure. But I'm sure that no network will have as much billing in September of '55 as it did in '54. I think if you'll say in three months from now, four months from now. . . .

**Q:** All right, I'm willing. . . .

**A:** Four months from now, I feel billings for CBS Radio will be better than last year, better than the year before.

**Q:** Can you predict percentagewise? Would you say 10% over last year?

**A:** No. Radio went down; it's started up, and when you're going through a transition, how steep that upward curve will be, how fast that acceleration, I couldn't tell you.

**Q:** What is the big stimulus to this upward curve?

**A:** Oh, I think it could be due to a great many things. I think many people who left radio with the first glamor of tv realized as they got working with their pencils and pads that radio was delivering a tremendous number of people per dollar. Emotionally, they may have gotten away from it, but then they look at the figures and they think, "Well, we'd better go back to our old friend radio, because it really delivered."

**Q:** Do you have some f'r-instance on that?

**A:** One that I think of is Campana Sales Co., which is using *Arthur Godfrey Time* for Ayds and Italian Balm now.

**Q:** Will this be true, too, do you think, of national spot?

**A:** Well, national spot is up according to my casual conversations with people, although the only place I can really discuss spot broadcasting is on six stations that we own. On these six company-owned stations the national spot business for the third quarter is running 20% ahead of what we had in the same quarter a year ago. I think this is a national pattern, although I can't speak authoritatively.

**Q:** Speaking of just those six stations, how are they doing in-

# *Ever take a GAMECOCK'S pulse?*

## PULSE did . . .

## and found it *TERRIFIC!*

In March, 1955 . . . THE PULSE, INC. completed a comprehensive Monday thru Friday survey of 28,000 quarter hour reports in 7 out of the 28 counties dominated by WSPA . . . and proved WSPA's pulse *terrific!*

| | 6 A.M.-12 Noon Mon. thru Fri. | 12 Noon-6 P.M. Mon. thru Fri. | 6 P.M.-8 P.M. Mon. thru Fri. |
|---|---|---|---|
| **WSPA** | **37%** | **32%** | **41%** |
| Station A | 10 | 9 | x |
| " B | 7 | 8 | 12 |
| " C | 7 | 8 | 8 |
| " D | 7 | 5 | 7 |

Yes, PULSE shows that WSPA is still COCK O' THE WALK in the prosperous, populous Carolina-Piedmont (Spartanburg-Greenville) Area! HIGH RATINGS PLUS LOW COST PER THOUSAND RADIO HOMES (54c) MAKE WSPA RADIO YOUR BEST BUY!

# WSPA

**5000 WATTS — 950 KC**

***South Carolina's Oldest Station***

**First CBS Station for the Spartanburg-Greenville Market**

**Represented by George P. Hollingbery Company**

SPARTAN RADIOCASTING CO.
**SPARTANBURG, S. C.**

**Walter J. Brown . . . . . . . . . . *President***
**Roger A. Shaffer . . . . *Managing Director***
**Ross Holmes . . . . . . . . . *Sales Manager***

dividually? Are they doing well?

**A:** Yes.

**Q:** Is this on all fronts, local as well as national spot?

**A:** Oh, the local business on our company-owned stations for the third quarter is already 6% ahead of the same quarter for '54.

**Q:** Are they following the music-news-sports policy that most stations seem to be adopting today?

**A:** No. They're not trying to copy the independent stations. I think they're selling adjacencies to network shows and they're doing a certain amount of local programming with music and news, to be sure. Any local station must do a great deal of local news. Good news coverage, from a station manager's standpoint, is a combination of network news and local news, because the network can't give you what the local news can. The network can't cover the dead horse on Main Street, nor the fire at the corner grocery store. On the other hand, the local newscaster—with the limited amount of territory he can cover, and being dependent on news services—cannot do what a network can do. A local station can't duplicate an Ed Murrow or a Lowell Thomas or a Bob Trout. It's the combination of those two news factors that makes for good local programming, and all our stations are very news-conscious, because, as I said before, people want to know what's going on.

**Q:** What do the stations find most profitable in their individual operations?

**A:** I think that, at least with our stations, the thing that has given them the revenue is the fact that they are all first in their markets. So you ask, "Well, why are they all first in their markets?" And I answer, "Because of local personalities." This coupled with the programming of CBS Radio, which is first in the nation.

**Q:** Do you think that among affiliates generally, the increase in local business and any increase or non-slackening of spot business pretty well offsets the lower income that stations have been getting from the network in the last two or three years?

**A:** When you say stations in general I just can't speak authoritatively. If you speak of the C-O's, I think the local and national spot business has offset, in general, the decrease in the network billing.

### NETWORK SALES ACTIVITY

**Q:** Getting back to the network, you've been pretty active in the last few weeks saleswise. Let's see, hasn't General Foods been one of the bigger ones?

**A:** Yes, General Foods bought a saturation campaign, a big campaign, and they're an old radio advertiser.

**Q:** How about some of the others that you've sold most recently?

**A:** Well, you know that we recently signed *The $64,000 Question,* the Revlon show which is one of the top tv shows. Effective Oct. 4 they're going on our full network with a simulcast of this, so that people can hear it on radio as well as see it on tv. I've mentioned the General Foods Swansdown campaign, which is 18 broadcasts per week. Wrigley just a few weeks ago signed a new contract with us for a daily strip. American Tobacco Co. has come back with us. Some of the others that have signed recently are Sleepeze, Hazel Bishop, Dow Chemical, Murine, Gulf Oil Corp., and just yesterday we signed a contract with CBS Columbia.

**Q:** Of the new business that you've signed recently, is that new business to radio, is it returnees, advertisers who've been away from radio a year or so, or is it some of each?

**A:** There are some of each. In the list that I gave you a while ago, you note that some of them are new. Woolworth, for instance, is a brand new advertiser to radio, which has never used radio in all its history. Wrigley has been a regular user, as far back as I can remember. And one other that I mentioned, General Foods, had been off for a time and now is back with us. It's a combination of all three. If you ask me the exact proportions, I don't know offhand.

**Q:** You mention Woolworth. Have you had any squawks from stations about Woolworth letting some of its suppliers take over some of the spots and pay Woolworth?

**A:** No, because Woolworth is only advertising the things sold in its stores and a retailer can only do one thing . . . that's advertise the things sold in its stores. They can't come on the air and say: "We're fine fellows." They want to say: "We have soap, or goggles, or bathing suits or something for sale," and this is true of a department store or a variety store, or whatever it happens to be. A retailer can't advertise unless he talks about the merchandise in his store.

However, in the case of Woolworth, I think the reason the stations are happy is that the products advertised are brand names that are usually exclusively Woolworth's. They're not the brand names that are sold in other stores. No competition with spot business is involved.

**Q:** This is not, then, taking money out of spot radio?

**A:** No. The Woolworth show in no sense took business from the stations. I have heard most of the Woolworth shows, and I don't remember hearing anything advertised that you would have heard advertised otherwise. They're names that might be known to the Woolworth customer, but I don't think they are names that are known to the general public, except as something they see in Woolworth's.

**Q:** If they buy at Woolworth's, wouldn't that help your salesmen sell some of the department stores, the national department stores, I mean? They're few, I know. But they've never been in radio, have they?

**A:** No, they never have. I think Woolworth's successful entry into radio will attract other similar advertisers.

**Q:** Do you think that the television advertisers are putting money into radio because they are having difficulty in getting tv clearance?

**A:** I'm not aware that people have been spending money in radio because they could not get television clearance. I think television advertisers are spending money on radio because they want the coverage of radio and they feel that the combination reaches more people than they would reach otherwise.

**Q:** Mr. Hayes, what is your network doing to attract more tv advertisers to radio?

**A:** We have been doing a great deal of research to show advertisers what unduplicated circulation they will get when they add the coverage of radio to the coverage of tv, what additional circulation they will get, circulation not available to the tv-only advertiser. It's largely a research and promotion job to be able to convey to the advertiser what the combination of radio and tv would be if compared to just tv alone.

**Q:** That brings up the question we were talking about before: Do you sell radio with television, a la *Monitor* at NBC, where they're selling it with *Tonight, Home* and *Today?*

**A:** Normally, no. As you know, the CBS policy is a complete split. We have two separate divisions, one for radio and one for television, so the selling is done independently, except where there are existing simulcasts that must be sold together. For example, if you want to buy the Godfrey simulcast, the only way you could

**MONITOR**

has enabled KSD to establish an all-time record for local billings on Saturdays and Sundays.

**MONITOR**

has enabled KSD's local and national advertisers to enjoy high ratings during the day, and the top rating of all St. Louis radio stations on Saturday and Sunday evenings.

In view of these facts, KSD is heartily in favor of NBC's proposal to program **MONITOR** during daytime hours, Mondays through Fridays, and is looking forward to an early start for this new NBC service.

# KSD

**THE ST. LOUIS POST-DISPATCH RADIO STATION**

**5000 WATTS ON 550 KC, DAY AND NIGHT**

# LOOK

*They're going all-out with "The $64,000*
*Reason: their sales potential increases*
*15 million homes where television is turned off*
*only radio reaches. Revlon's reasoning*
*advertisers to examine CBS Radio much*

K

*what Revlon's up to now!*

*000 Question"...using the full CBS Radio Network.*

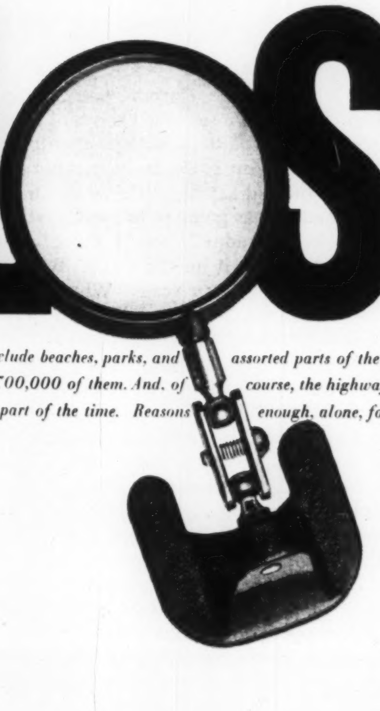
*uses by 14 million radio-only homes, plus some*

*off at broadcast time, plus millions of other places**

*ing should be reason enough for other television*

*uch*

# CLOSER



**The millions of other places include beaches, parks, and assorted parts of the great outdoors where people listen o portable radios—roughly 5,700,000 of them. And, of course, the highways and byways, where some 31,000,000 ar radios are tuned in a good part of the time. Reasons enough, alone, for looking at CBS Radio much closer.*

buy it would be on both radio and television, because they are broadcast that way. Godfrey is both a radio and a tv property and therefore it has to be a joint effort. But when we go to sell a simulcast of an existing tv show, this is something that's the responsibility of the radio division.

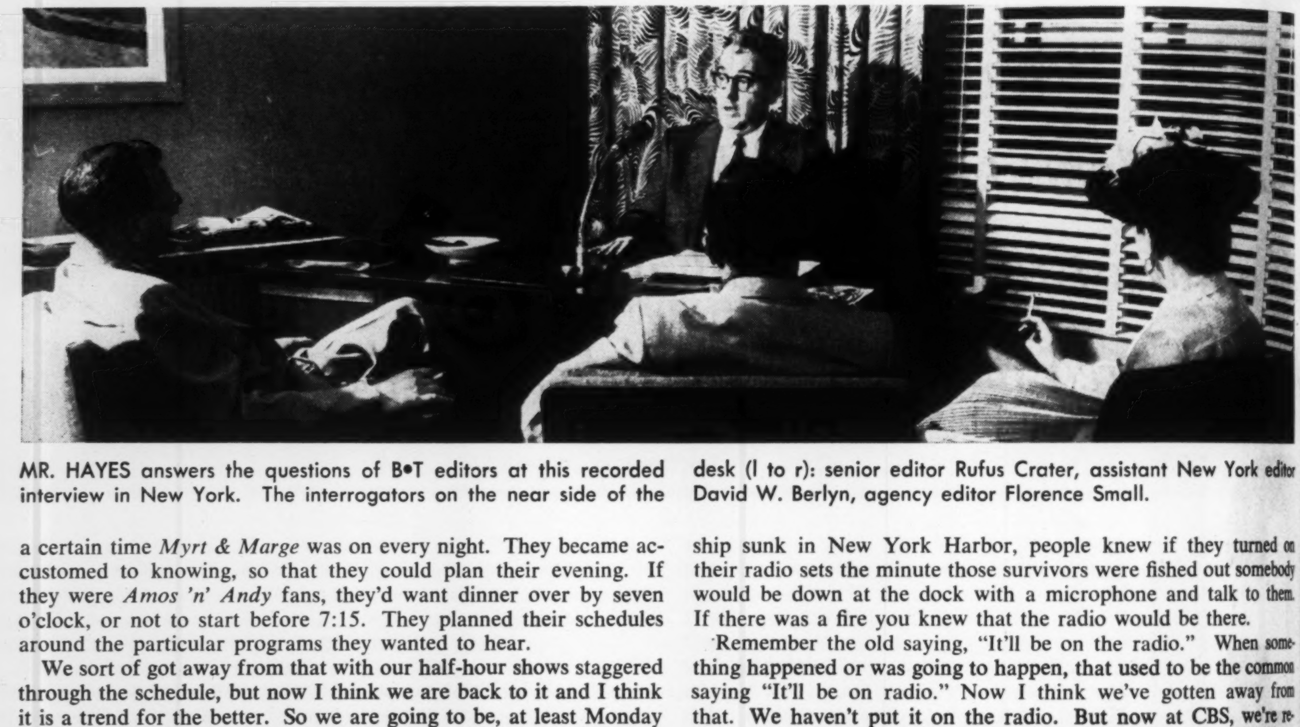
**Q:** Speaking of *Monitor,* is CBS Radio planning anything like it?

**A:** No, our thinking is quite contrary from *Monitor*. Our whole concept of good network programming is quite opposed to it.

**Q:** Are you planning any new sort of radical departure from the traditional "same time, same station" pattern, in addition to those you've already made?

**A:** No. I think there are two things that are important in winning listeners, and I think they are what built radio in its very earliest days and held the radio audience. I think we have in some measure gotten away from those two things and that a return to them will be to the good of all of us.

First of all, I think that people want to hear the things they like when they want them. They want to know they're there. In the early days this helped to build up evening listening. They knew *Amos 'n' Andy* was always on at seven o'clock. They knew that at a certain time Kate Smith was on every night. They knew that at a certain time *Myrt & Marge* was on every night. They became accustomed to knowing, so that they could plan their evening. If they were *Amos 'n' Andy* fans, they'd want dinner over by seven o'clock, or not to start before 7:15. They planned their schedules around the particular programs they wanted to hear.



MR. HAYES answers the questions of B•T editors at this recorded interview in New York. The interrogators on the near side of the desk (l to r): senior editor Rufus Crater, assistant New York editor David W. Berlyn, agency editor Florence Small.

We sort of got away from that with our half-hour shows staggered through the schedule, but now I think we are back to it and I think it is a trend for the better. So we are going to be, at least Monday through Friday, very strongly committed to strip programming; that is, every night at a certain hour you'll get *Amos 'n' Andy Music Hall,* at a certain hour you'll get *Tennessee Ernie,* at a certain hour you'll get various programs that you have been accustomed to listening to. By that same token, I think people want to know what's going on, they want the news, and they want to know that it will be on at regular intervals, so that you will know that at 6:45 every night you can get Lowell Thomas, or if your are an Ed Murrow fan, you'll know you get Ed Murrow every night at 7:45. I think people want news and good news and they want to know when they can get it.

**Q:** So you're making sure that people will know just when and where to find their favorite CBS Radio programs?

**A:** Yes. I think that is the first thing that will make people listen to radio. It made them do it before and I think it fits in with people's way of life. That's why I believe that *Monitor* is contrary to our thinking, because you have to listen to eight hours of it to get the particular thing you want. We say you should get it at the moment when you want it and you can plan accordingly.

The second thing is not a departure, it's a reversion to, if I may say, something that radio lost—and that's "immediacy." I think when we put immediacy back into radio, we will go back to the things that sold the first sets, that made people want a radio set and made them keep it turned on. I think if we can bring immediacy back, we will have done more for radio than anything else we can do.

**Q:** How do you translate this immediacy into programming different from what you have now?

**A:** Well, I mean this. We've become accustomed to taking things and playing them later, to putting a great many events together into one documentary, whereas I think people want to know things when they happen. It used to be when something exciting happened, you broke into a program and told people right now. You kept them informed of what's going on—for example, hurricane threats. We have been on the air consistently telling people the progress of Connie and Diane, Flora and Gladys so that a person feels, "I don't want to turn off my set because if I do, I will miss what's going on."

If you go back to the early days of radio, it used to be that if a ship sunk in New York Harbor, people knew if they turned on their radio sets the minute those survivors were fished out somebody would be down at the dock with a microphone and talk to them. If there was a fire you knew that the radio would be there.

Remember the old saying, "It'll be on the radio." When something happened or was going to happen, that used to be the common saying "It'll be on radio." Now I think we've gotten away from that. We haven't put it on the radio. But now at CBS, we're reverting to that on a large scale. When President Eisenhower returned from Geneva, it seemed like old times for us to be down with the microphone at the Washington airport and when the plane came down, we had a man right there, and the President was pleased to report to the people, to say something to them and to say he was back.

Now, I think that the people don't want to hear news tomorrow or the day after tomorrow. They want to hear it right now. They turn on their set. Eisenhower is coming down in the plane. You say the plane is landing . . . he's getting out . . . "Mr. Eisenhower, here's the microphone." They want it right now. That's immediacy. And I think that is one of the great things of radio. I say it's great because no other medium can give the same degree of immediacy. Magazines, newspapers, television . . . none of them can move it as fast as we can with the microphone.

**Q:** I take it, then, that you already are taking definite steps to

**Radio's Bigger Than Ever In Memphis . . . and WREC is FIRST as Always!**

1st

. . . by Hooper . . . by Pulse

. . . by Standard Audit Measurement

Yes, radio reaches more people than ever in the great $2 Billion Memphis and Mid-South Market. And it's WREC's continuing audience preference, programming, and engineering excellence that always delivers more sales per radio dollar. Ask your Katz man!

*Radio Station*

**WREC 600**

MEMPHIS' NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

Affiliated with CBS Radio - 600 KC - 5000 Watts

*Coming December 1st!*

With the Most Desirable Channel
in the **MEMPHIS**
and Mid-South Market

**WREC-TV**
**CHANNEL 3**

Basic CBS Affiliate Station

see that more of this type of event is covered.

**A:** We have been doing this for 10 to 12 weeks now. We started about 12 weeks ago and in the last 12 weeks we have broken in on more programs, we have been on the scene more times, we have tried to give our listeners news as it's breaking. It's only a beginning—you don't do everything in 10 or 12 weeks—and I don't mean that we didn't do it at all before that, but we have accelerated in the last 10 or 12 weeks and we'll accelerate it still more.

**Q:** Was this atom programming that you've been doing in saturation part of the same concept?

**A:** Yes, to let people know what's going on. Radio can let people hear the foremost authorities talk on the atom, which was of course on the top of everyone's consciousness because of the Geneva meetings. This doesn't require sight to be effective. We felt that we ought to run a whole series right at the same time, getting the most authoritative voices to come before the mike and give their viewpoints on this subject. We think this is the kind of thing people want to know while it's going on. This again is immediacy.

**Q:** Do you have any other subjects in mind that may be developed the same way?

**A:** No. I don't think you can have. I think that immediacy takes away the very concept of having things in mind. If you're going to be immediate, you don't have it in mind until it happens. You can't make the news. But when something happens, such as the atomic conference, you can step right in and say, "We should cover it." I think the very idea of immediacy destroys having things in mind. You have an open mind and pick up whatever happens as it comes along.

### WHAT ABOUT DAYTIME?

**Q:** What about daytime programming, with the decline of soap operas? Are you going to put more giant contests, a la *The $64,000 Question* type thing, or do you have a new programming plan?

**A:** Well, you know, when we were in school, when somebody made a statement like that, we'd always say we denied the inference in the major. I deny the inference in the major. This is just like saying "When are you going to stop beating your wife?" Who said I was beating my wife? Who said the soap operas were declining? We were looking at some ratings the other day and many of the soap operas have a higher rating today than they had a year ago.

**Q:** Aren't they declining as far as advertisers are concerned?

**A:** Well, all radio has declined. There has not been as much dollar volume in network radio. There is not the dollar volume in network radio that there was in 1950, say, although I think it's going to come back. And so the soap opera, or the daytime serial, as we like to call them, have naturally lost certain advertisers. However, we find new people buying back into them. We have some new advertisers who bought into daytime serials within the last month who hadn't been with us before. There's no question about our line-up of daytime serials. As you know, we are the one network that has kept the lineup intact, and if you look at the last Nielsen, you'll see it must work. We have 10 out of the top 10, and that's about as many as you can get.

**Q:** Daytime radio, then, is maintaining its own, would you say?

**A:** Oh, yes, definitely.

**Q:** Getting back to your strip programming a moment, do you plan to extend it to seven nights a week?

**A:** No. We feel that people's listening habits on Saturday and Sunday are different than they are during the week. I think all of us find that our scheduled routine of weekday life is disrupted on Saturday and Sunday. We eat our meals at a different time. We don't get up early in the morning to go to work. It's a completely different routine. So we are trying to schedule Saturday and Sunday to fit into peoples' habits on the weekend just as our strip programming ties into peoples' habits Monday through Friday.

**Q:** Actually with your strip plan, you're accenting frequency in radio?

**A:** Yes. Definitely.

**Q:** How can an advertiser get radio frequency without buying something like *Monitor?*

**A:** Well, we have something that gives you frequency and it's not *Monitor*. It's a completely different concept. In our evening programs, such as *Amos 'n' Andy* and *Tennessee Ernie* and *Bing Crosby*. We sell segments, so an advertiser can come in and buy a five-minute segment and share the cost . . .

**Q:** For close to a quarter of a million dollars. Is that correct?

**A:** Let me see, now. A five-minute segment costs about $2,000 on a full network so it'd be 2,000 times 50 . . . that's $100,000. That's for a single segment. Now the odds are that an advertiser wouldn't buy a single segment. But, rather than buying the whole half hour—buying *Amos 'n' Andy* one night as he did in the past, he can say, "I will buy one segment in *Amos 'n' Andy,*" sharing with other advertisers.

What you're doing is having advertisers get together and share, so the advertiser can say, "I will buy one segment of the *Amos 'n' Andy Music Hall* every night of the week," which is a total of five five-minute shares, which is 25 minutes, which gives him more coverage and more audience than buying the half-hour once a week.

Or, he may say he wants different times of the evening, or maybe certain days of the week are better for him than others. He wants different times of the evening for audience turnover. So he may say, "I will buy one segment later in *Bing Crosby,* and I'll buy one segment later in *Amos 'n' Andy.*"

**Q:** And this way he would still get frequency?

**A:** He would get a great deal of frequency.

**Q:** On that same idea, what about the old "power plan," I believe you called it?

**A:** I think this plan came out of the original power plan concept, where we put three shows in a row and advertisers shared them. Three advertisers bought the shows, but all of them were in all three. The trouble there was that you had to pair up advertisers, to find three companies that were willing to go together all week. Now, this way, by saying, "We will sell you a segment of it and you don't need to wait for somebody else to come along," we've put more flexibility into the medium.

**Q:** If you buy a segment of, say, *Amos 'n' Andy* and a segment of *Crosby,* do you get it a little cheaper?

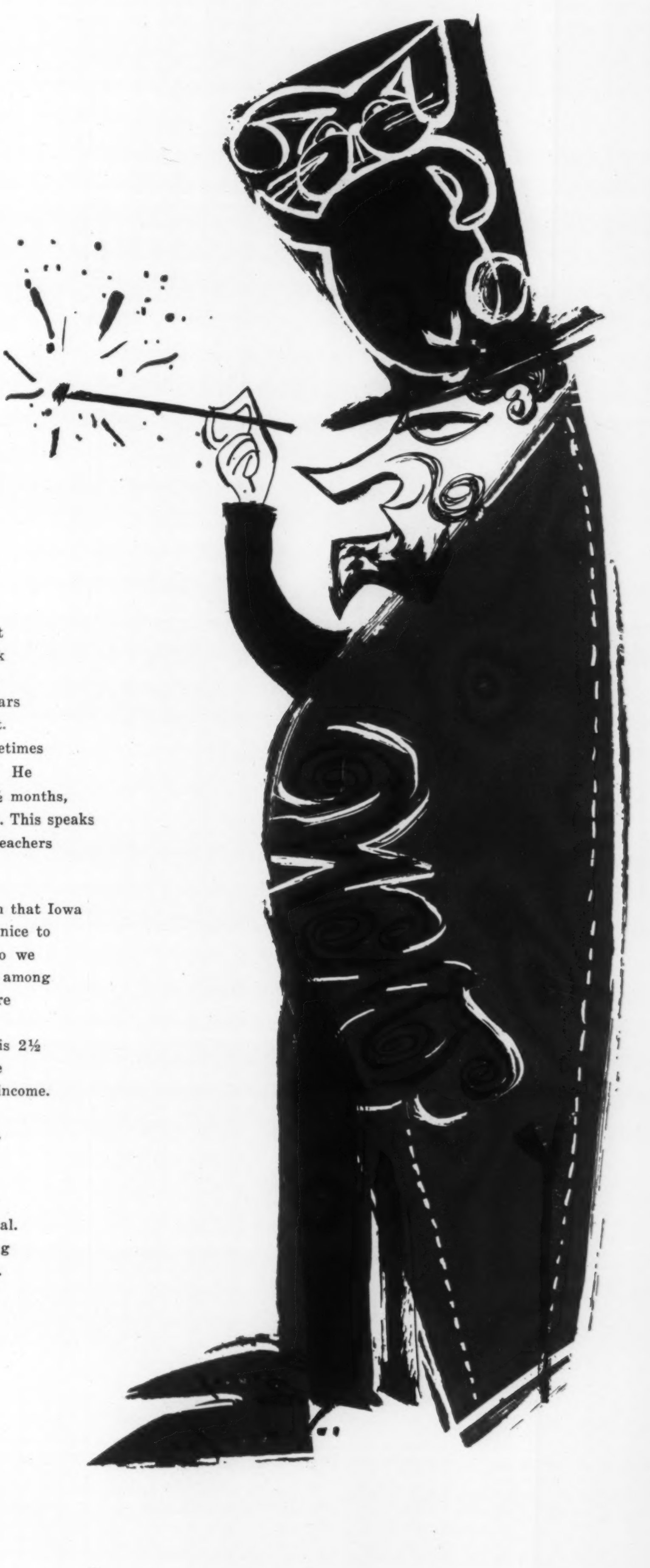
**A:** The segments in our night segmented programs all have the same rate. The time and talent prices are just for the convenience of advertisers. We average the cost of the shows, rather than have a difference which takes away the flexibility. We just take the average cost for five minutes for your evening schedule and that is fitted into the rate, so that there is a discount.

However, to answer your question directly, we have a dual discount plan. We have a discount plan for the conventional type advertiser who goes so many days a week or so many weeks a year. He gets discounts to encourage him to use more days of the week and discounts to encourage him to use more weeks of the year.

And we have a second application of this for the advertiser who buys a great deal at one time . . . he's announcing a new car and he wants a tremendous number of segments every night for two weeks. Well, we could say to him, "You only get two weeks' discounts." This would be no discount. "But," he'd say, "I'm buying a great deal of time. I ought to get something." So we have a second discount plan—and this is a new concept, I think, in network radio—which depends on the number of segments the adver-

## Anyone who reads this is interested in radio

*(So, we might add, are we, so look out for that last paragraph)*



Once upon a time there was a preacher who got up early. This was four years ago. The preacher was a Rev. Jones, who lives near Clarence, Iowa. When he got up early, he turned on the radio and there was Chuck Worcester telling about Myzon, which is an additive that you feed to poultry, hogs or cows if you have poultry, hogs, or cows, which this preacher had because he was also a farmer on the side, which isn't too unusual in Iowa, but he hadn't heard of Myzon before, which is. The way Chuck carried on about Myzon made it sound pretty good, so the preacher tried it. Today the Rev. Jones swears by . . . well, let's just say he thinks Myzon is great. He says his flock (of hens—140 at last count) sometimes gives him 100 eggs a day and seldom less than 72. He says he can get his hogs ready for market now in 5½ months, which is like writing an advertisement in 5½ minutes. This speaks well for Myzon, of course, and it also proves that preachers believe what they hear on WMT.

Items like the paragraph above convey the impression that Iowa is full of farmers. It is, of course, but it would be nice to find a preacher who is a part-time manufacturer so we could make another point. Our home county ranks among the hundred leading U.S. counties in the manufacture of food and kindred products as well as in the manufacture of machinery. The industrial payroll is 2½ times the agricultural income for the country. The state's *industrial* income is greater than its farm income.

**Go ahead and think of Iowa as great farm country. But don't overlook industry. Four of the five top industrial counties of Iowa are located within our 2½ mv contour. All of the counties within the 2½ mv contour add up to two-thirds of the state total. Yet, there is no big concentration of consumer buying power, industrial payrolls or farm income in Iowa. You've got to have coverage in Iowa. Our 600 kc 5,000 watt signal gives it to you. Plus listeners—more, in fact, in our 33-county primary area than all other radio stations in the area combined. For details, see the man from Katz.**

*WMT • Mail address: Cedar Rapids • CBS*

30,428 pieces of mail from only five broadcasts! That's conclusive proof of the impact and popularity of a radio program. For nothing beats listener response. WCCO Radio is now counting the greatest audience reaction in its 31-year history—reaction to its new *As You Like It* series. One feature alone—the Unscramble-the-Town contest conducted by Cedric Adams on Tuesday nights—has pulled this astonishing mass of mail. And it's come from every one of WCCO Radio's 109 primary counties in four Northwest states!

# Count me in, Cedric!

This tremendous response is not only testimony of the ever-growing vitality of WCCO Radio but also of the wide appeal of the *As You Like It* series itself. It's a Monday-thru-Friday strip of full-hour (7-8 p.m.) variety shows with the Northwest's five outstanding radio personalities—Cedric Adams, Bob DeHaven, Clellan Card, Ed Viehman and Gordon Eaton—taking nightly turns as emcee. It's loaded with ingredients to help your sales curve rise *As You Like It*. And at an amazingly low cost!

Count yourself in by checking with us or CBS Radio Spot Sales.

*Bob DeHaven*
*Clellan Card*
*Gordon Eaton*
*Ed Viehman*

# WCCO RADIO

*Minneapolis-St. Paul*
*The Northwest's 50,000-Watt Giant*

tiser uses in a year. He can take either one, but not both.

If he's the spasmodic kind of advertiser, who saturates for a few weeks, drops out, saturates again, he can buy on the rate card, and he will get a discount by the amount of time he uses in a year. If he's the regular advertiser—the soap or the suitmaker—he's advertising all year around, and he can get his discounts on the basis of times per week and weeks per year.

**Q:** I noticed you said something about getting additional simulcast business. Is radio as a whole profiting by simulcasts?

**A:** Well, there haven't been very many simulcasts. We have carried for quite some time the *Arthur Godfrey Talent Scouts, Arthur Godfrey Time* Monday through Thursday; *Two for the Money* on Saturday night . . . and now *The $64,000 Question.* I think you may see more of simulcasts because I think advertisers who are using television are anxious to get as much coverage as possible. They are big spenders, big advertisers with national distribution, and if they want total distribution, radio will reach a lot of homes that television either can't or doesn't reach. The investment is already made in the program and if they put it on radio, too, they will reach people who are not available to television sets.

**Q:** Do you have any sort of new sales devices that you plan to go out with anytime shortly?

**A:** We think our new rate card with this segmented selling and different ways of discounting it, the flexible geographical and combination buys, the spread through the evening, the spread through the week—I think that's our story.

**Q:** Have you had any agency or advertiser reaction to this plan?

**A:** Well, I can say that on three presentations last week—one was with an agency and two were with large national advertisers—I thought the reaction was terrific. I think that they hadn't realized how flexible the network selling had become, how easy it was for an advertiser to fit his particular needs, but nevertheless they did show some surprise, and certainly a great deal of interest, a very gratifying interest, I'd say.

**Q:** Do you find a more friendly attitude toward radio among advertisers and agencies?

**A:** Oh, yes. Definitely. I'm very conscious, in agencies especially, how much more interested they are in radio. They're doing more research on it themselves. They're talking more about it. They're more receptive to ideas. The door isn't closed. For a while there, many agencies were so busy with this new thing called tv that they weren't paying so much attention to us. We found that if the door wasn't entirely closed, it almost was. And now I find just the opposite. Our salesmen report the same thing, that the door is very definitely open. The buyers are anxious to hear about anything we have to sell.

**Q:** Why are some advertisers turning away from tv and going into radio? Is it the cost factor?

**A:** I imagine that has something to do with it. I think there are people who went into tv who certainly couldn't afford to be in it. And I don't mean this to discredit tv. I think tv's a terrific medium. But I think people went in who had a radio pocketbook. They leaped into a medium that they couldn't afford and the day was to come when they got the bill. Then they went back where they belonged. I think also many people just as they get over the emotional impact begin to do some figuring, and they realize the low cost-per-listener that radio can deliver and they say, "Maybe we walked away from an awful good thing." I think they're walking back again.

**Q:** How is CBS Radio's Spot Sales department finding spot business as a whole?

**A:** Oh, they're finding it very good. Most stations, I believe, report excellent spot business right now.

**Q:** How's your mail order sales department?

**A:** Our spot sales division established a mail order department some time back and put a man in charge who understood the business. Mail order, as you know, is a highly specialized business. There are agencies who specialize just in that, because of the different type of copy and different type of advertising, different type of client. So we felt if we were going to go into it, we ought to have somebody who really knew the business.

Before doing this, we became convinced that mail order, which stations used to avoid, had become a very highly respectable business. We used to think of mail order as the itinerant peddler—you know, one call and you can't come back. But now you find your finest magazines, your best newspapers, have for some time been carrying a great deal of mail order and the type of mail order accounts they carry are reputable and legitimate business, people who give value for value received. Some felt if they could do a good job in the printed media (and we reach more people in radio than certainly any combination of printed media), we ought to be working with those same people. And we put in this department, and it has worked out very well.

**Q:** Have you had any kickbacks . . . non-delivery, late delivery?

**A:** A few, yes. The mail order business, no matter how fine a company it is—and some of our oldest mail order companies in the country that have been serving the rural areas for years still get complaints—no matter how careful you are in representing something, there are going to be some people who are not going to receive what they expected. Then, when you get into volume sales where you have stations getting thousands of orders, there are going to be some letters lost in the mail, and there'll be some kickbacks on that. We have a pretty careful check-up to see that if people do not get what they ordered, their letters are answered promptly and the items delivered to them. We have a definite system of follow-up on that. Of course, you usually find, when there are complaints of this kind that the letter was addressed to Chicago, N. Y., or New York, Ill., or that type of thing. So it's not surprising that you get kickbacks because the letters weren't delivered.

**Q:** You pretty well guarantee delivery on those orders, don't you?

**A:** Yes.

**Q:** And despite your kickbacks you still feel this was a good move to make?

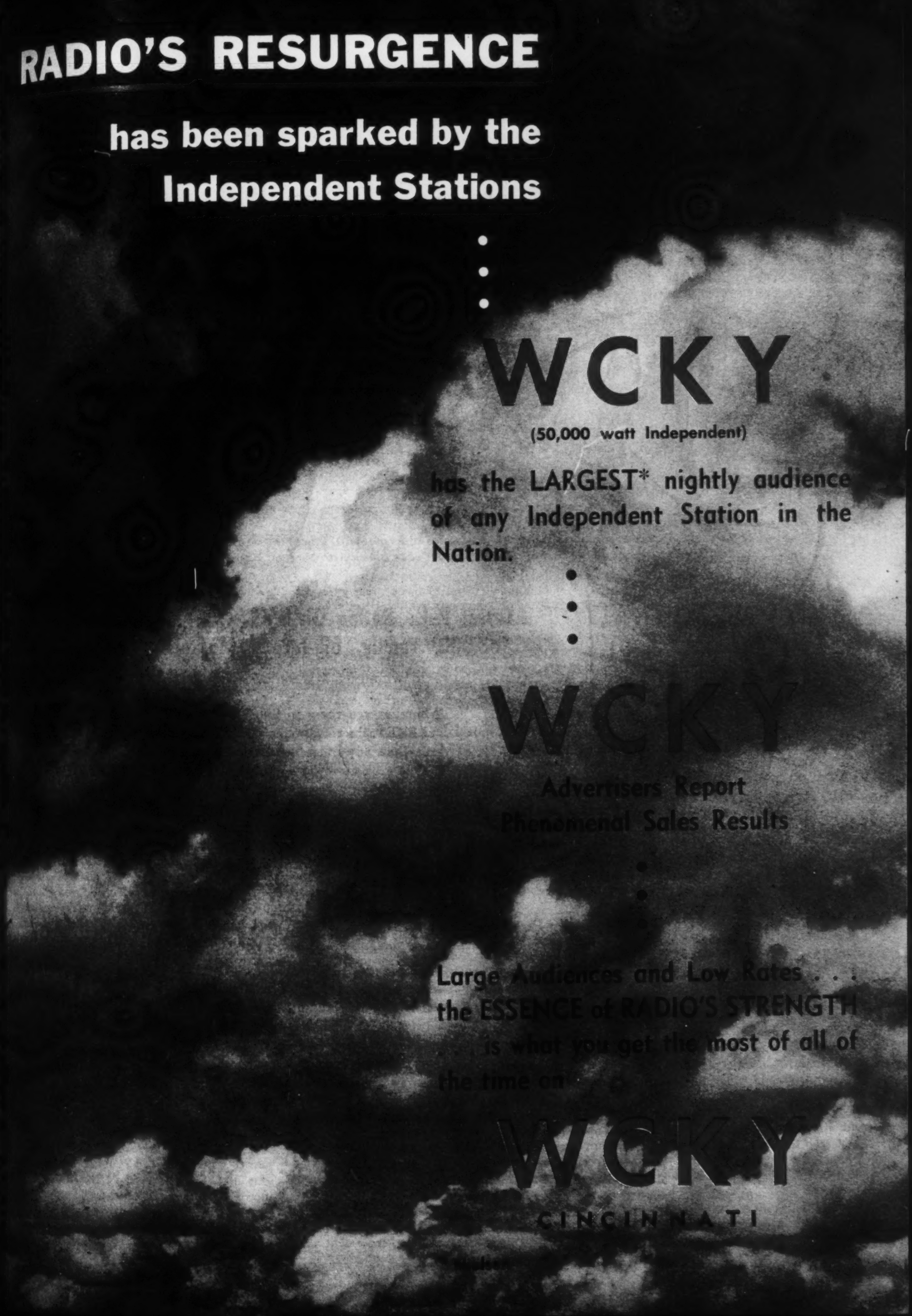
**A:** We feel it was a very good move. We've attracted some very high class mail order advertisers and we've had a minimum of problems. There are a few things lost in the mail and so forth. You're bound to, in that volume. But, in general, we've been very happy with it.

**Q:** Mr. Hayes, you know there's been some talk about survival of the fittest among the four major national radio networks. What do you think the future will bring? Do you think that the economy will permit all of the radio networks as we know them today to continue?

**A:** I'm almost afraid to express myself on this thing. I've been hearing for about four years now there wasn't room for four networks. I've heard some people say there's room for three, and some that there's room for two, and some that only one can survive. I don't know. This has been bandied about and bruited about for a long time, and still there are four of them going. All I'd like to say is that if it does get down to one network, I certainly will bend every effort to see to it that I know which one it is.

**Q:** That just about does it . . . unless you'd like to say something nice about radio.

**A:** I could go on indefinitely saying nice things about radio . . . not the least of which is that it pays off for the advertiser. And it pays my salary.



# RADIO'S RESURGENCE

## has been sparked by the Independent Stations

•
•
•

## WCKY

(50,000 watt Independent)

has the LARGEST* nightly audience of any Independent Station in the Nation.

•
•
•

## WCKY

Advertisers Report
Phenomenal Sales Results

•
•
•

Large Audiences and Low Rates . . .
the ESSENCE of RADIO'S STRENGTH
. . . is what you get the most of all of
the time on

## WCKY

CINCINNATI

*[illegible]

# merchandising Giant of the Midwest (and still growing!)

MONT.
N. DAK.
BISMARCK
S. DAK.

**kfyr**
**radio**
**Bismarck, N. Dak.**

## Latest Pulse Rating Gives KFYR 3 To 1 Preference In 363,000* Family, Big-Income Market!

* within 0.5 MV contour, U. S. & Canada

**Wherever you roam in the BIG 95,000 square mile* KFYR MARKET, the result's the same. KFYR is heard over a larger area than any other station in the nation! In the 50 county sample area surveyed by Pulse teams in April, 1955, KFYR — competing with seven other stations in the area — captured a whopping 36% of the daytime radio audience . . . increased the figure to 45% of the evening listeners! More than TWICE the daytime audience and THREE times the evening audience of the area's second-rated station.**

* 50% audience or better, BMB

## Send a "Giant" out to do a "Giant's" Job!

**KFYR-land is BIG in mileage — BIG in sales potential! Located in an area DOUBLY rich in oil and agriculture, KFYR-listeners rank 10th nationally in retail sales per household . . . with KFYR's home county of Burleigh 26th in the nation, with retail sales per household of $5,748 in 1954!**

**Any John Blair representative will gladly fill in more KFYR facts and figures on this booming Midwest Market!**

**kfyr radio 5000 WATTS -- 550 KC -- BISMARCK, N. DAK.**

# LOOKING AT 'MONITOR'

**Your view of *Monitor* depends on where you're standing. Sylvester L. Weaver Jr., NBC president, and Robert Sarnoff, executive vice president, (both standing left above) see *Monitor* as the real hope of revitalizing network radio. Some agree with them. Others don't. Station representatives in particular oppose the new show's concept. Here's a complete report on the most talked-about and controversial radio network innovation.**

OF ALL the experiments designed to revive the ebbing strength of network radio, none has attracted more attention than NBC's *Monitor.*

The 40-hour weekend "service" which NBC inaugurated last June 18-19 and is now getting ready to expand, in concept, to Monday-Friday daytime hours [B•T, Sept. 12] has been a sore point of controversy.

NBC regards it as a departure from the network norm which has brought "startling revitalization" to network radio and can do as much for affiliated stations. President Sylvester L. (Pat) Weaver Jr. calls it a move to "contribute something affirmative to radio networking, instead of progressive retreat," and says "it could be the basis for bringing the medium to a stabilized position at its ultimate level."

Many stations look at it in a similar, if sometimes more subdued, light (NBC sources claim a private poll conducted following the general meeting of affiliates to hear the network's *Monitor*-type plans 10 days ago showed 7-to-1 approval.

On the other hand, many other stations, and most station representation firms, regard it as the doom and damnation of radio—not just network radio alone, but ultimately local and spot radio too. A rival network official has described it as a "seemingly endless succession of unfinished bits and pieces, interspersed by beeps and boops and the pleading admonition to 'take one.' "

This latter description, voiced by CBS Radio Sales Vice President John Karol (see story page 44), refers to the program format of *Monitor.* NBC describes the same subject in somewhat different terms as "a continuous flow of entertainment and information" which "makes maximum use of radio's foremost advantages—mobility and immediacy"—to bring listeners into "instantaneous touch with everything important, interesting or entertaining, anywhere in the world."

Whatever their language, all sides probably will agree that it is the biggest single change yet made in network radio programming concepts. There agreement ends.

The heat in the controversy is generated largely by the sales concept and pricing. *Monitor* is sold in "participations"—a minute commercial for $1,000 gross, 30-second announcements in packages of four, at $3,000 gross for four per weekend, and six-second billboards at $3,000 gross for 10, the minimum for a weekend. The expanded *Monitor,* due to start about Nov. 7 and be built around current commercial shows in the 10 a.m. to 6 p.m. Monday-Friday periods—but angled more toward housewives and using a new name not yet selected—will be sold on a similar basis, though the prices will be a little different. For instance, it's expected the gross price for a minute commercial will be $1,500 plus $100 for talent.

The sale of "participations" by networks is not particularly new in this post-television era. In one form or another it has been done for years, in "tandem plans" and similar sales techniques used by NBC and other networks. From the start it has brought station representation firms, and many stations, to arms with cries that the networks are thus invading the spot field.

This cry is still raised. But it would appear that some opponents, at least, are beginning to get used to the idea, whether they like it or not. One representation firm, in a memo seeking to rally its stations to a last-ditch fight against the expansion of *Monitor,* acknowledged that "we no longer quarrel with the network's right to sell any time segment they have available from 10 seconds up."

Apart from the principle of networks selling participations, and apart from the difference in what the station gets from a spot sale as compared with his take from a network sale, most opponents see the pricing structure of *Monitor* as its greatest weakness and most serious threat to radio.

*Monitor's* prices are so low, these opponents claim, that they weaken the value of radio time generally, local and national spot as well as network.

Nor do these critics soften their charge in applying it to CBS Radio's new "segmented" sales plan, which they hold guilty of cheapening the value of radio time in just about the same proportion as *Monitor.* (CBS Radio offers "segments" in certain evening programs at $2,100 apiece, with a sliding scale of discounts which brings them down to $1,740 apiece if five or more are used per week over a 52-week period.)

Station Representatives Assn. maintained, in an especially blunt blast at *Monitor,* that "the national advertiser is buying radio, via the *Monitor* concept, at between one-quarter and one-third of what he would have to pay on the [individual] station's rate card. If this practice continues and expands, not only NBC affiliates but every other radio station will suffer immeasurably from this depreciation of radio."

An individual rep put it this way: "When a store cuts the price of a piece of merchandise, that piece of merchandise becomes less

## NEW LOOK FOR ABC

ABC let it be known last week that it plans innovations in evening programming.

The nature of the innovations could not be learned at the time this went to press. They were mentioned only to this extent in a statement for B•T by Charles T. Ayres, vice president of the ABC radio network:

"Now in the works, after long research and creative planning, is a 'new look' to ABC Radio's evening schedule. We will shortly announce a programming concept and sales plan that will, in my opinion, find a ready acceptance among listeners and advertisers.

"Our programming is based on one fact—1955 radio is not 1925 radio or even 1950 radio. Result: Our new programming is keyed to the listeners' needs and the sponsors' media requirements—circulation with frequency, with efficiency."

valuable—whether it is sold or not. With their *Monitors* and their 'segmented' sales, NBC and CBS Radio are cutting the value of all radio time."

NBC's President Weaver, on the other hand, has maintained that *Monitor* does not undercut existing network prices or the prices of major spot campaigns. Executive Vice President Robert W. Sarnoff, who issued a formal statement answering the SRA blast, accused SRA of conducting an "emotional campaign" employing "distorted and misleading information," and said "the phenomenal success of many NBC affiliates in selling out the local availabilities in *Monitor* —in weekend time formerly considered marginal—is the best factual answer" to the argument "that *Monitor* endangers either station revenue in general or national spot business in particular."

Mr. Sarnoff, incidentally, is considering the advisability of holding a seminar, or at least a meeting with representatives individually, in an effort to clear up what NBC considers misunderstanding and confusion on their part.

Opponents contend that, among NBC affiliates, the division may be described in general terms as being between small stations which do not have a great deal of national spot business anyway, and larger stations in major markets which do.

NBC, however, has a file of approving quotes from officials of many affiliates, large and small, the list including WLW Cincinnati, WDSU New Orleans, WHAM Rochester, WBAP Fort Worth, KSD St. Louis, WGR Buffalo, KSTP St. Paul-Minneapolis, KOMO Seattle, KOB Albuquerque, WKY Oklahoma City, WWJ Detroit, among others.

Opponents' answer to this is that NBC nevertheless is "missing" a number of major markets which advertisers would almost necessarily have to have for effective coverage; that the opposition is substantial and that it will become evident at the "veto booth"—meaning that, in these sources' opinion, a sizeable number of important-market affiliates will not accept the expanded *Monitor* (in which case NBC's alternative would be to offer it to another station in each of such markets or, of course, should affiliate opposition be great enough, reconsider the plan).

These opponents also venture that the 12 noon-to-3 p.m. portion of the expanded *Monitor* will not be cleared even by many affiliates which otherwise endorse the plan, these hours being station time and, as a whole, profitable ones in local sales.

Among affiliates already on record with NBC as favoring the *Monitor* idea, the network cites the following as being some of the sample comments:

WLW Cincinnati—"Saturday and Sunday billing is up as much as 300%. *Monitor* will undoubtedly blaze the trail for radio in the future."

WBRE Wilkes-Barre—"We've been 100% sold out Saturdays and Sundays since June. It answers our needs both from a program standpoint and a commercial one."

WDSU New Orleans—"We're 100% sold out on local availabilities, and we're getting money from advertisers who were pallbearers at our funeral."

WKY Oklahoma City—"It has breathed new life and interest into radio."

What do advertisers and agencies think of *Monitor?*

The best place to look for an answer would seem to be the books.

There is no question that *Monitor* sales have exceeded NBC's original expectations. Network officials reported last week that in the three months the "service" has been on the air its gross billings have passed the $2 million mark; that during the current quarter about 80% of *Monitor's* network positions have been sold out, creating more advertising dollar volume than the weekend business of all other radio networks combined. "This is new business," Pat Weaver told the affiliates, "not otherwise available to radio if we didn't have an effective form to bring it in."

### Advertisers Who Bought

The *Monitor* lineup includes such advertisers as Gruen, Chevrolet, RCA, Philip Morris, Goodrich, *Reader's Digest*, Crowell-Collier, Mutual of Omaha, Bristol-Myers, and *Look* magazine.

For whatever it's worth, at least one of these advertisers, Philip Morris, is cutting down and—again for whatever significance, if any, it has in relation to *Monitor*—is buying into CBS Radio's segmentized-selling programs. Chevrolet also has been reported as dropping out.

(Philip Morris, first reported as dropping out of *Monitor* altogether, last week ordered 10 30-second announcements for the weekend of Oct. 1, an order whose gross value was estimated by NBC at $10,000; and another *Monitor* regular, NBC's parent RCA, put in a new order said to represent $120,000 gross.)

As with just about everything else where *Monitor* is concerned, there is no agreement between friend and foe as to just how well the program rates with the public.

The format is diversity. Described by Pat Weaver as designed to adapt to radio's new importance as "a supplier of service rather than a supplier of specific programs," *Monitor* operates from 8 a.m. Saturday to midnight Sunday, providing basic services (such as weather, news and sports) and a broad range of features which are presented in whatever amount of time NBC deems best suited to the material itself, not made to fit arbitrary time limits.

This round-the-clock succession of material—which may range from a Paris nightclub bit to a horse race to an Air Force exercise—is funnelled through "radio central," a $150,000 assemblage of gadgetry in New York's RCA Bldg., which Pat Weaver likes to call a push-button "listening-post on the world." Over it presides a series of personalities, called communicators, who include Dave Garroway, Morgan Beatty, Walter Kiernan, Henry Morgan, Bob and Ray, Frank Blair, Frank Gallop, Roger Price, Al Collins, Leon Pearson, and a sultry-voiced miss named Tedi Thurman, who is known as "Miss Monitor."

The new, weekday *Monitor*, whatever name it goes by, will be cut basically to the same pattern, adapted for daytime audiences and built around current commercial shows, including the soaps.

Entertainment elements, officials say, will include dramas, serialized novels, short stories, "relaxed and easy" music, and vignettes of comedy, drama, and general human interest. The "service" elements will be angled more toward the housewife, with authorities in their various fields to back them up. Principal elements will be longer and scheduled at more regular times than in *Monitor*, according to President Weaver, who sees the programming as "a personal companion service geared particularly for the housewife audience."

As an example of audience reaction to this type of programming, NBC reports that only seven weeks after the start of *Monitor* a special Pulse survey in major markets showed NBC stations "enjoying significant increases in unduplicated weekend audiences. For example, in Washington 21%, in Chicago 27%. Over a four-week period in July, during network option time alone, *Monitor* reached into 8 million radio-tv homes, and into more than 5 million radio-only homes." CBS Radio's John Karol, on the other hand, says, "neither Nielsen nor Pulse indicate any significant amount of sustained listener interest in *Monitor* despite all-out promotion efforts in its behalf."

So the *Monitor* concept is still a controversial one. To the extent that there are people who consider themselves impartial by-standers, innocent and uninvolved, they seem to feel it is apt to remain so until the stations, listeners, and advertisers finally show which was right.

## WHAT RADIO COSTS

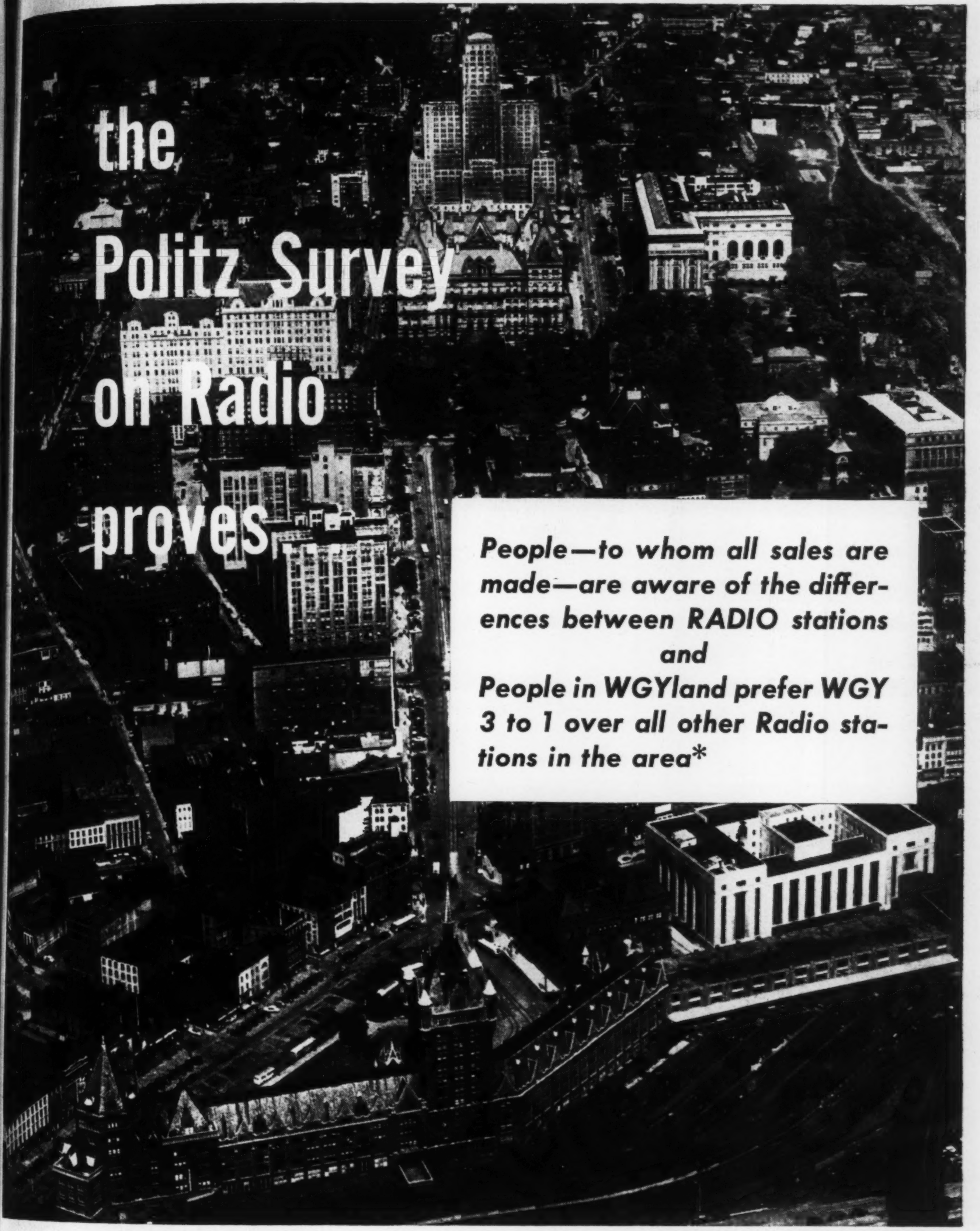
Where does network radio stand on a cost basis?

On the basis of cost-per-thousand-commercial minutes, radio and tv compare as follows:

Cost/M Commercial Minutes:*

| | Radio | Tv |
|---|---|---|
| Daytime (M-F) | $1.24 | $2.02 |
| Nighttime | 3.00 | 3.69 |

Avg. Netwk. Prog. March-April, 1955



# the Politz Survey on Radio proves

***People—to whom all sales are made—are aware of the differences between RADIO stations***

***and***

***People in WGYland prefer WGY 3 to 1 over all other Radio stations in the area****

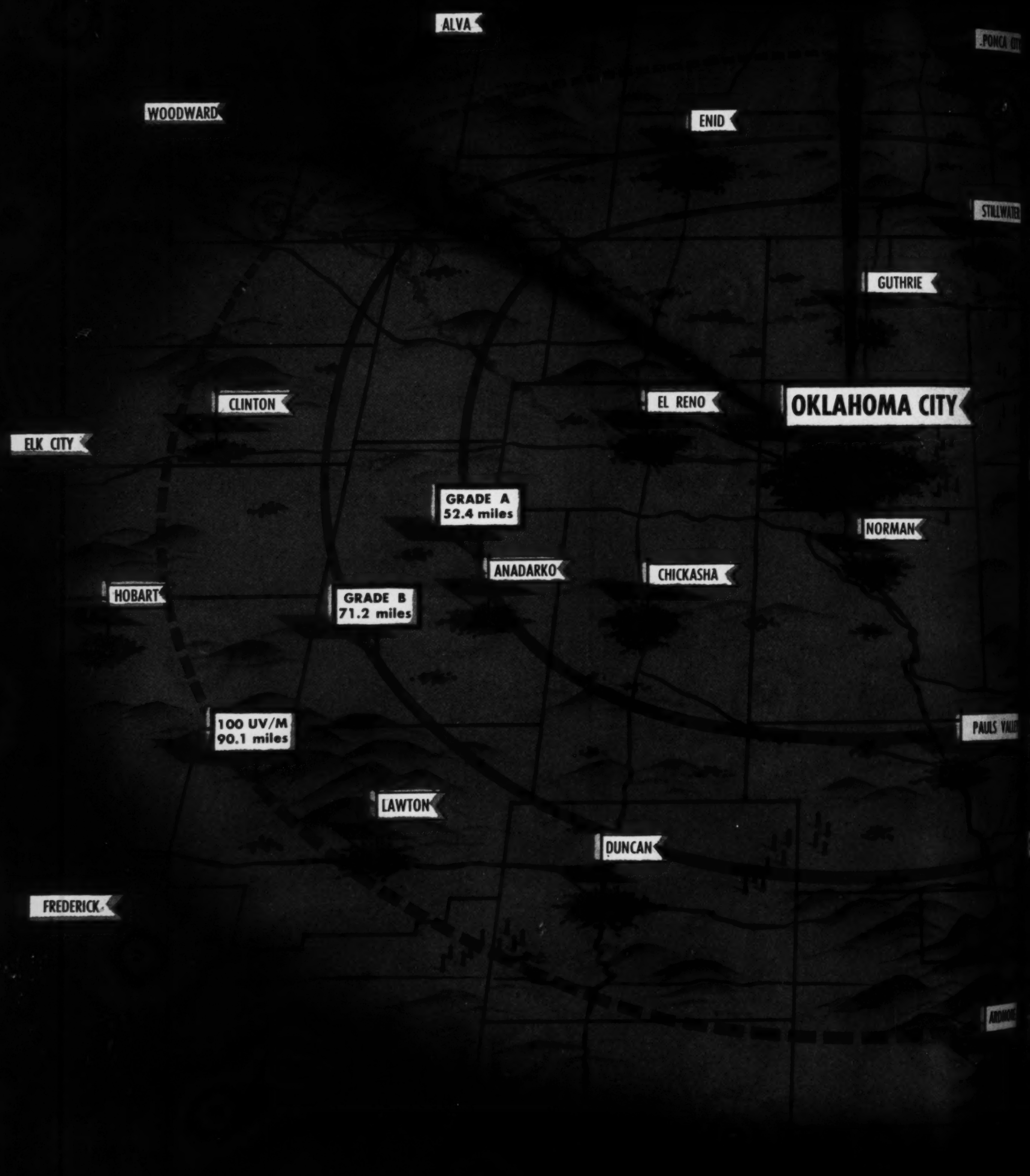
# WGY

a General Electric Station . . . Schenectady, N. Y.

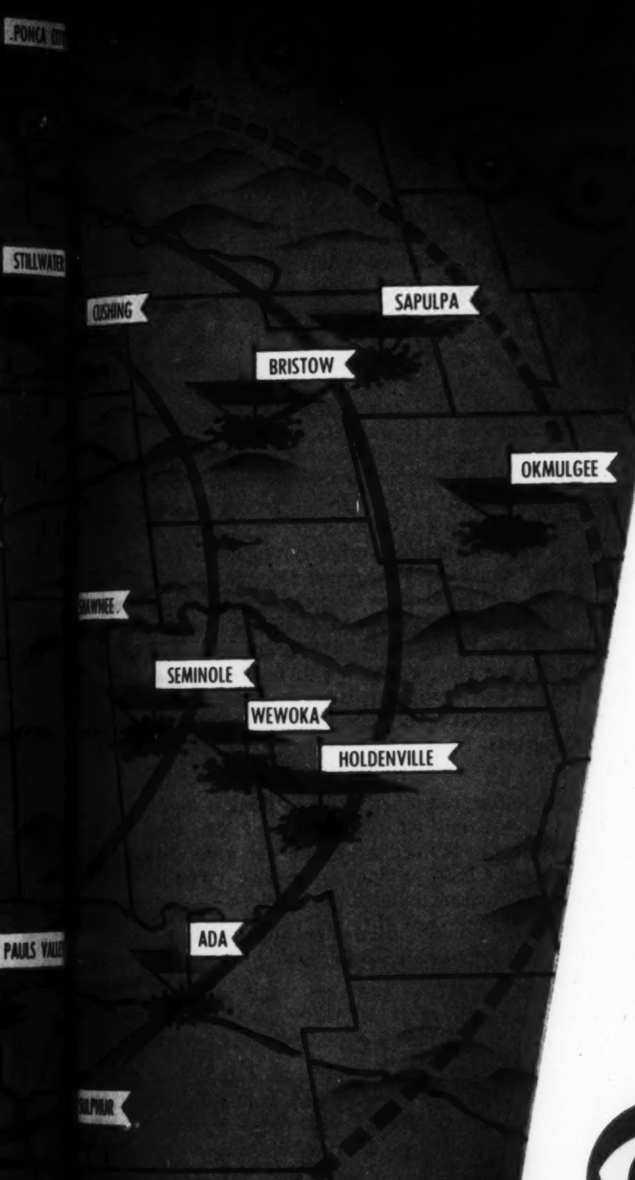
Represented Nationally by Henry I. Christal Co.
New York, Boston, Chicago, Detroit, San Francisco

***For complete information on the Politz Survey in WGYland write WGY Sales Dept. or any Henry I. Christal office.**

# SPOTLIGHTING OKLAHOMA'S


ALVA
PONCA CIT
WOODWARD
ENID
STILLWATE
GUTHRIE
CLINTON
EL RENO
OKLAHOMA CITY
ELK CITY
GRADE A
52.4 miles
NORMAN
ANADARKO
CHICKASHA
HOBART
GRADE B
71.2 miles
100 UV/M
90.1 miles
PAULS VALLE
LAWTON
DUNCAN
FREDERICK
ARDMO

# MA'S BIGGEST TV COVERAGE!


PONCA CIT
STILLWATER
CUSHING
SAPULPA
BRISTOW
OKMULGEE
SHAWNEE
SEMINOLE
WEWOKA
HOLDENVILLE
PAULS VALLE
ADA
SULPHUR
ARDMORE

...with world's tallest man-made structure

**1572 feet high–more than a million viewers wide**

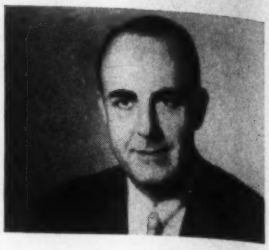
# KWTV

**OKLAHOMA CITY**

CBS

Edgar T. Bell, *Executive Vice President*
Fred L. Vance, *Sales Manager*
*Represented by* Avery-Knodel, Inc.

# WHY ESSO IS PUTTING MORE MONEY IN RADIO



*ESSO Standard Oil Co. is one of America's big businesses ($1.6 billion sales in 1954) and one of radio's big and steadiest customers. Here, in an exclusive B•T interview, J. A. (Jack) Miller, general manager of marketing for Esso, tells why the company is spending more money in radio now than ever before. Mr. Miller has been in Esso advertising, sales and marketing since 1934.*

**Q:** You have an anniversary this year, don't you? For *Your Esso Reporter,* I mean.

**A:** *Your Esso Reporter* celebrates its 20th anniversary in radio in October of this year.

**Q:** Twenty years on the air. . . . I'd judge, then, that radio has been of some service to Esso. I wonder if you'd tell us briefly —or, better yet, not too briefly—what radio has meant to your company.

**A:** *Your Esso Reporter* on radio has enabled Esso Standard Oil Co. to provide an important public service—at the local level—and, at the same time, give hard-hitting selling support to our 25,000 dealers from Maine to Louisiana.

**Q:** I believe that you, Mr. Miller, are the father of *Your Esso Reporter.* Would you be good enough to indulge in a little history and tell us how it started, what you hoped to accomplish, how you went about setting it up, etc.?

**A:** *Your Esso Reporter* established the five-minute news format on radio. In 1935, the United Press Assn. decided to change its "newspaper only" policy and offered its news service to NBC. NBC, in turn, offered Esso Standard an opportunity to buy this news in 15-minute segments. Our agency suggested that it would be more advantageous to sponsor four five-minute news programs daily, six days a week, for effective frequency. NBC agreed to do this and had to create a five-minute rate.

For 20 years Esso Standard has had this one regular radio format —news—*Your Esso Reporter.* All the programs are produced locally. Stations are responsible for the selecting of news services and news content of the program. Esso Standard supplies its stations with standard openings and closings and commercials.

**Q:** What was the date of the first program? How many stations?

**A:** *Your Esso Reporter* was first aired Oct. 7, 1935. The program started on 14 radio stations in 13 markets (two stations in New York).

**Q:** How does this number compare with the number now—the number now carrying the radio *Reporter*?

**A:** Since 1935 we have added stations year by year. The number has steadily grown to 52 radio stations currently carrying *Your Esso Reporter* on a local basis.

**Q:** I assume you have coverage throughout the Esso distribution area. Jut how much territory does that take in?

**A:** The Esso marketing territory includes 18 states and the District of Columbia—from Maine to Louisiana. There are 18 million radio homes in the Esso territory, of which we reach 6,860,000 during a full week's period (A. C. Nielsen).

**Q:** In addition to radio, the *Reporter* went on television a couple of years ago. How does that stand now?

**A:** In 1940, Esso Standard started experimenting with the medium of television. A 15-minute program of news featuring Alan Kent on station W2XBS (NBC) for a schedule of 10 broadcasts (March through May, 1950) was used. In 1945, what was originally the experimental NBC station had the call letters of WNBT (TV) and carried two special events telecasts for Esso Standard. One, the reception of French Gen. De Gaulle in New York, and the second, a telecast of the return of General Wainwright.

In January, February, June and July of 1946, Esso Standard sponsored several special events, and on June 5, the first regularly scheduled *Esso Reporter* tv news program, from 7:50 to 8:00 p.m., Monday and Thursdays, started on WNBT for 26 weeks.

At the end of 1946, Esso sponsored a three-station network, WNBT New York, WPTZ (TV) Philadelphia, and WRGB (TV) Schenectady, with a *Review of the News of 1946.*

From Jan. 6 to Dec. 1, 1947, the same three-station hook-up was used to deliver *Your Esso Reporter* on Mondays from 9:00 to 9:10 p.m.

In 1948 and 1949, tv spot campaigns were run, in some cases on as many as 18 stations in 16 markets.

On Oct. 2, 1949, *Tonight on Broadway,* a 30-minute program, carried by WCBS-TV and eight other stations, from 7 to 7:30 p.m., cn Sundays, was sponsored by Esso for a 13-week period.

In 1950, the *Alan Young Show,* 9 to 9:30 p.m., Thursdays, started on the CBS-TV network, April 6 through July 13, and after a summer hiatus, from Sept. 14 through Dec. 28.

In 1951, the *Alan Young Show* was continued, with a summer replacement of *Your Esso Reporter* (½ hour) for a 10-week period.

In 1952, the *Alan Young Show* was continued again through March 27. That same year, on March 3, five locally-placed *Your Esso Reporter* (tv news) programs started. These were 15-minute programs five days a week. This schedule has since been expanded to include 24 markets, 20 of which carry 10- or 15-minute newscasts, and four of which carry five-minute weather programs.

**Q:** You do, of course, use other media. I think it would be helpful to know not only what they are, but also what sort of job you expect each medium to do for Esso. Aside from just selling more Esso products, of course. Who do you try to reach with each medium, for example?

**A:** Our business is a mass business and our primary media are mass media. We use them all. Our research shows that we use them effectively.

**Q:** In radio, you're on day in and day out. Does your advertising in other media have the same type of frequency?

**A:** Television, like radio, is generally used five days a week, 52 weeks a year. Radio and television, together with outdoor, are Esso Standard's day-in and day-out year-round media. We have used newspapers heavily, although with less frequency.

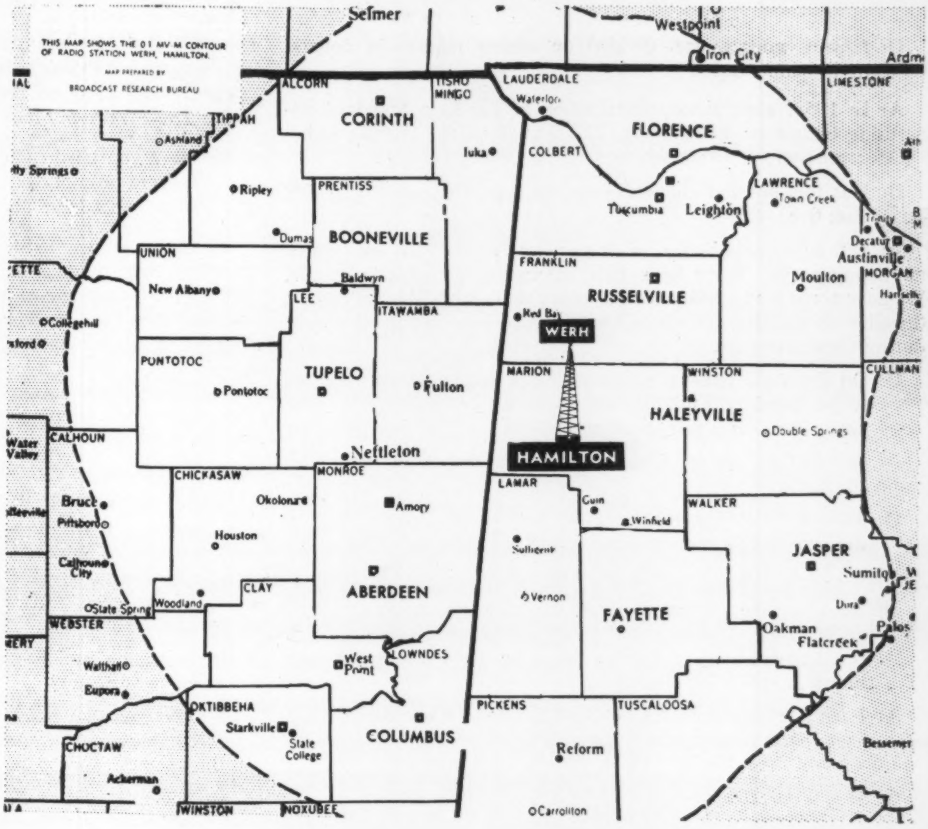
**Q:** In this same regard, could you elaborate a little on what you try to accomplish through radio specifically? Do you give radio any assignment, for example, that you don't give other media?

**A:** We use radio to get the broadest possible coverage with the greatest possible frequency and flexibility. This flexibility makes it possible to approach each market on a local basis as marketing conditions demand—for example, we can feature anti-freeze in New England at the same time we feature fall-change in Louisiana.

# *Why Overspend for Mid-South Coverage?*

# WERH

## REACHES MORE RADIO HOMES THAN ANY 10 STATIONS IN THE SAME AREA COMBINED


THIS MAP SHOWS THE 0.1 MV/M CONTOUR OF RADIO STATION WERH, HAMILTON.
MAP PREPARED BY
BROADCAST RESEARCH BUREAU
Selmer
Westpoint
Iron City
Ardmore
ALCORN
TISHOMINGO
LAUDERDALE
LIMESTONE
Waterloo
CORINTH
FLORENCE
TIPPAH
Ashland
Holly Springs
Iuka
COLBERT
Ripley
PRENTISS
Tuscumbia
Leighton
LAWRENCE
Town Creek
Dumas
BOONEVILLE
Decatur
Austinville
MORGAN
Hartselle
UNION
FRANKLIN
Moulton
New Albany
Baldwyn
RUSSELVILLE
Collegehill
LEE
ITAWAMBA
Red Bay
WERH
PUNTOTOC
TUPELO
MARION
WINSTON
CULLMAN
Pontotoc
Fulton
HALEYVILLE
Double Springs
CALHOUN
Nettleton
HAMILTON
Water Valley
CHICKASAW
MONROE
LAMAR
Bruce
Okolona
Amory
Guin
Winfield
WALKER
Pittsboro
Houston
Sulligent
JASPER
Calhoun City
ABERDEEN
Sumiton
CLAY
Vernon
Dora
State Spring
Woodland
FAYETTE
WEBSTER
Oakman
Flatcreek
Palos
Walthall
West Point
LOWNDES
Eupora
OKTIBBEHA
PICKENS
TUSCALOOSA
Starkville
State College
COLUMBUS
Reform
Bessemer
CHOCTAW
Ackerman
WINSTON
NOXUBEE
Carrollton

General Summary **CONLAN RADIO REPORT**, March, 1955 of Listening Habits in Hamilton, Alabama Area including Winfield, Sulligent, Red Bay and Guin (Ala.) and Fulton, Amory, Mississippi. Area Radio Homes—49,160.

| SUNDAY THRU SATURDAY | | |
|---|---|---|
| Hours | 6 A.M. to 12 Noon | 12 Noon to 6 P.M. |
| Radios in Use | 22.3 | 23.0 |
| Distribution of Listening Homes Among Stations | | |
| WERH | 76.6 | 78.3 |
| Station "A" | 6.3 | 7.3 |
| Station "B" | 5.6 | 4.3 |
| Station "C" | 3.4 | 2.7 |
| Other | 8.1 | 7.4 |

**WERH is the most powerful selling influence in Northwest Alabama and Northeast Mississippi . . . a rich 33 county market where WERH's 5,000 Big Watts at 970 kc dominates nearly 200,000 radio homes. Annual Retail Sales average $497,000,000 . . . Drugs $12,800,000 . . . Food $122,000,000 . . . Automotive Stores $88,818,000 . . . 1954 Consumer Spendable Income $917,342,000**

**THESE NATIONAL AND REGIONAL ADVERTISERS CONSTANTLY BUY WERH FOR BLANKET VOLUME SALES COVERAGE**

**WERH**

- SSS Tonic
- Zero-Ton
- Royal Crown Cola
- Westinghouse Appliances
- Red Diamond Coffee
- Topps Snuff
- Betsy Ross Bread
- True Tag Paints
- Armstrong Tires
- Malone & Hyde Grocer Co.
- Faultless Starch
- Pepsi-Cola
- Pan-Am Petroleum Co.
- Sunshine Meal, Flour, Coffee
- ABC Quality Chicks
- Sunbeam Bread
- Red Hot Foods
- Sherwin Williams Paints
- Sherman Stores, Inc. (7)
- Plymouth-Dodge
- Loveman's Dept. Store, Birmingham
- Coca-Cola
- Gulf Refining Co.
- Frigidaire Appliances
- Kelley's Canned Meats
- Big Smith Overalls
- General Electric
- Chrysler-DeSoto
- Gates Tire & Rubber Co.
- Ford Motor Co.
- Chevrolet-Oldsmobile

**HAMILTON ALABAMA**

# 5000 WATTS AT 970 KC

DAYTIME

**HUGH J. FITE**
**President**

**HIL F. BEST COMPANY**
**National Representatives**

**Q:** How is your budget divided up among media—in dollars, or by percentages?

**A:** In 1955, approximate distribution of the Esso Standard advertising budget is: newspapers, 22.1%; television, 16.9%; radio, 13.3%; outdoor, 9.9%; magazines, 2.6%; other, 35.2%.

**Q:** Has this division changed over the past 20 years? Past 10? Past five?

**A:** Our advertising budget is set up yearly to meet our anticipated marketing needs. There is no fixed allocation of funds by media. We have consistently maintained a strong radio schedule. Of course, the advertising dollars allocated for television have increased rapidly during the recent past.

**Q:** On the same line—a couple of years ago you were reported to be spending a million and a quarter dollars in radio each year. How does this stand now?

**A:** In 1955 we are spending more money than ever before for radio support.

**Q:** *Your Esso Reporter* is on radio how many times a day, on the average?

**A:** On 52 stations an average of three times a day.

**Q:** Do you usually try to schedule it at the same times of day in all markets? I hear it at 7 in the mornings. Is this a pretty standard time of day for all markets? How about the other hours at which it's heard?

**A:** Each market is individually evaluated for the best time periods at a given portion of the day. Basically, *Your Esso Reporter* is heard around breakfast, luncheon, dinner and bedtime.

**Q:** Was *Your Esso Reporter* your first use of radio?

**A:** No, prior to *Your Esso Reporter* going on the air in 1935, Esso Standard Oil Co. sponsored a half-hour network program featuring Guy Lombardo and his orchestra called *Lombardo Road.* This was from 1935 to 1936 over 38 CBS stations. Prior to this, the company had used on radio a series of five programs per week called *The Five Star Final.*

**Q:** Have you tried radio in other forms—network or spot? For specific promotions or to launch a new product, for example. If so, what have been the results?

**A:** In December 1954 a special *Your Esso Reporter* network program over Mutual was started incorporating 176 stations to carry a five-minute news program at 9-9:05 p.m. (New York time) Monday thru Friday. This network program is still lending valuable support to the 52 stations carrying *Your Esso Reporter* on a spot basis.

For specific promotions and special product campaigns, we use saturation spot announcements frequently, using every available station in a market.

**Q:** Just to make sure we haven't overlooked a key point, would you describe briefly how *Your Esso Reporter* works?

**A:** Almost 1,000 times a week *Your Esso Reporter* on radio delivers factual, unbiased international, national, regional and local news. The radio *Reporter* enables the company to schedule different commercials throughout the territory on each of these 1,000 programs.

**Q:** Summing up: What do you think radio as a medium has done for Esso?

**A:** The fact that Esso Standard Oil Co. has used radio for more than 20 years and is now spending more money than ever before in this medium speaks for itself.

**Q:** What do you think of its prospect as an advertising medium generally and as a medium for Esso specifically?

**A:** Could it be the first 20 years are the hardest?

*Radio On The March*

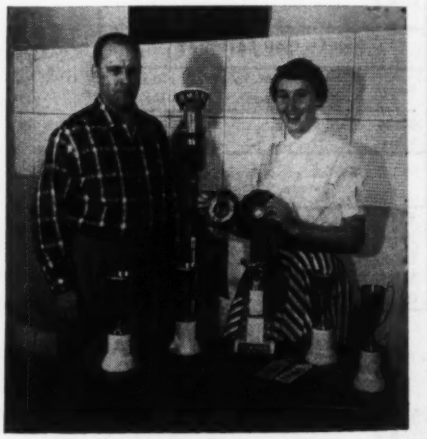
WMRN SALUTES 15 YEARS OF GROWTH

Serving More People—178,000 retail, 500,000 wholesale trade area, in 1955—138,014 retail and 305,000 wholesale in 1940*
With more income—retail trade $64,416,721 in 1954—$12,834,000 in 1939* (1)
From industrial employment—12,742 in June 1955—3,914 in January 1940* (1)
Having total payroll—$61,500,000 in 1954—$13,765,712 in 1940* (1)
With bank clearings—$61,399,145 in June 1955—$1,195,783.37 in January 1940* (1)
And farm income—$96,803,500 in 1953—$29,721,230 in 1940*
From farms having total value of lands and buildings of $252,540,000 in 1952.***
Served by 22 staff specialists of WMRN and WMRN-FM in 1955—13 by WMRN in 1940. (With 25,000 watts ERP WMRN-FM serving 34.3% of homes in 1955.**)
Proved by total broadcast sales in 1955 approximating 460% increase over 1941—national spot sales in 1955 totaling 380% over 1944 (the first year there was enough to make a comparison mean anything. In fact, 1955 national spot exceeds total revenues of 1941 by one third).

*Source—* Marion Chamber of Commerce.*
**(1) Marion City Only.*
*** Audience Analysts Inc. March 1955 Survey.*
**** Country Gentleman 1953 Farm Production Market Book*

AM—WMRN—FM
Marion, Ohio

*A "local" station doing a "regional" job*



Our WMRN Farms Corner

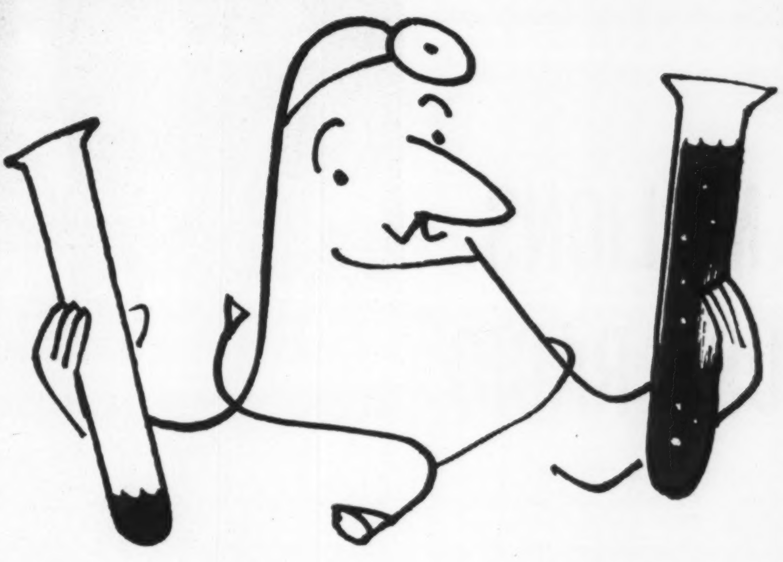
Charley Might, farm editor, also is director of the WMRN Farms—a 425 acre livestock-grain producer. Charley, Ag college graduate of Ohio State University, former top Vo-Ag teacher, and farm raised, brought "know-how" to WMRN. He gets market premium on his swine and cattle—his high grain yields are laboratory testing grounds.

More and more advertisers are buying Charley's prestige and reputation carefully developed among the 13,981 *** farms in WMRN seven county service area.

In the illustration, Charley is congratulating Jo Earl, summer time staff member, on her awards at 1955 Marion County Fair. Jo was recent "Cover-Girl" on Ohio Farmer magazine, for her Ohio State Fair awards.

No matter what is sold—wealthy WMRN farm listeners are above average buyers—in intelligence as well as income.

Still a little open time on "Farm Hour" and "Chore Time", Charley's two—six-a-week programs. A test campaign might surprise you with its results.



# NEW PROOF...

## one radio station dominates the Great Lakes area

You'll start to find out about WJR's amazing sales power the minute you put your nose in the revolutionary new report on radio listenership made by Alfred Politz Research, Inc.

Here's a really new method of audience study—qualitative as well as quantitative. It proves that radio stations, like printed media, have circulations—regular, faithful listeners.

Based on an extremely large sample (1,873 interviews) checked around the clock, Politz found that in the Great Lakes market WJR is the constant companion of more people than any other radio station.

In fact, in an average day, 41.4% of all adults specify that WJR is *their* radio station.

That's even more meaningful when you realize that in the parts of four states surveyed by Politz there are 196 other radio stations fighting for listeners.

Politz asked what kind of programs listeners preferred, and what station they chose for their favorite program.

Read this: for comedy, 52% prefer WJR; 47% prefer WJR for drama; for the news, 42% choose WJR; for music (and some other stations are nothing but) 24% choose WJR; 38% prefer the sports news via WJR; and 37% of farm listeners prefer WJR market reports.

Politz didn't stop there. His researchers found that people regard one station as best for "reliability and completeness," for "handling of advertising," "types of programs," for "helpfulness," and in "public spirit." Again, WJR.

That isn't all. The real payoff in station preference and trust came in answer to a question asking what people would do in case of a war rumor. More than 50% said they'd turn on the radio. And 25% of the total said they'd turn on WJR.

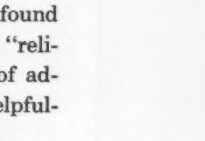
Even *that* isn't all. The whole report is *must* reading for anyone concerned with advertising and selling.

For your free copy either write directly to WJR, Detroit 2, Michigan, or your local Henry I. Christal man.

*The Great Voice of the Great Lakes*

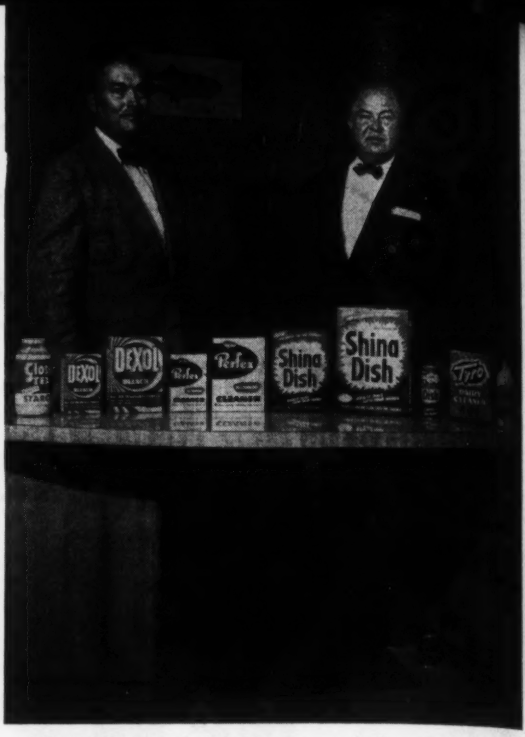
**WJR** *Detroit*

*50,000 Watts CBS Radio Network*



*This offer is limited—to those who have something to sell in Detroit and the Great Lakes area.*

# THE TIDY MILLIONS IN TIDY HOUSE RADIO



THE MASTERS of Tidy House and the products they parlayed from a basement sideline into $7 million a year business. L to r: J. C. Rapp and A. W. Ramsey.

FROM Denver and the Rocky Mountains on the west to Philadelphia and the Alleghenies on the east, and from Canada downward into parts of the Great Southwest, a goodly number of U. S. housewives daily contrive to concentrate as much on their household radios as on their household chores.

One attraction is apt to be a decidedly phenomenal show called *Kitchen Club*.

Housewives have been tuning in the 15-minute homemakers' program for years, and receiving messages from the house—Tidy House Products Co.—built painstakingly by two erstwhile broadcasters.

For 15 years, since they left KMA Shenandoah, Iowa, and nurtured a soapless soap business to life, J. C. (Cy) Rapp and A. W. (Al) Ramsey have retained an absolutely untarnished faith in "the power of radio advertising." To the extent—and probably beyond it—that any one medium can be said to have contributed most to the growth of a single company, radio is recognized as "the motivating force" behind the legendary success of Tidy House—and, of course, a source of enviable gratification to President Rapp and Vice President Ramsey. It is the kind of All-American success sought by many entrepreneurs but realized only by a few—particularly in the bubbling soap-and-detergent industry with its corporate giants.

Since the formation of the Perfex Co. in 1940 (reorganized into Tidy House a decade later), the U. S. homemaker seems to have proved that radio—Tidy House radio, in its various forms—is woman's home companion when it comes to helpful hints from homemakers Edith Hansen and Martha Bohlsen, and other personalities.

In that span housewives have purchased over $55 million worth of Perfex detergent cleaner, GlossTex plastic starch, Tyro dairy cleaner, Shina Dish dishwashing detergent and Dexol powder bleach. (Tidy House maintains distribution in nearly half of the U. S. and claims it reaches 42% of the country's population with its broadcasting messages.)

To achieve a going rate of $7 million in sales this year, Tidy House will spend a tidy $1.3 million for all advertising, with 70% of that siphoned off to radio, 10% to television and the remaining 20% in black-and-white media, according to Barney Corson, head of advertising, promotion, marketing and merchandising. Of the $900,000-plus allocated for the aural medium, 60% goes into Tidy House's now well-established recorded *Kitchen Club* homemakers' program, now heard on 73 stations. The other breakdown: 11 stations carry newscasts, six participations and 16 spot announcements.

But far and away the backstopper radio-wise is Tidy's *Kitchen Club,* with heavy merchandising activity by participating stations and premium campaigns galore (it mails out over a million each year, ranging from 25 cents to $1).

It is quite probable that continued expansion will justify an ad outlay of $1.5 million, though Tidy moves cautiously into new markets and reckons its ad dollar coolly.

Messrs. Rapp and Ramsey have come a long way in 15 years—from two employes, one station and $21,200 in sales in 1940 to over 200 personnel, 60 stations and $5.9 million in sales last year. Employes and sales have doubled since 1950 alone and Tidy House showed a tidy sales boost of 20% the first five months of 1955 against a similar period last year.

Tangible evidence of expansion lies in the completion of a new executive office in Shenandoah. The company opened a new plant in Omaha in 1951 after the demolition of the old plant that produced a conflagration of suds. The following year production was launched in Malta, Ohio.

All this, quite naturally, suggests that things are quite different today than they were in 1940 when Cy and Mabel Rapp and Al and Janet Ramsey toiled diligently in a basement, packaging and mailing out Perfex and calling on grocery-store distributors. But it should not suggest for an instant there has been any appreciable change in the philosophy of radio advertising as learned and practiced by Messrs. Rapp and Ramsey at KMA and, earlier, at other stations.

Cy Rapp was already a veteran in broadcasting before he went into the soap business with Al Ramsey. He was the original licensee of KSOO Sioux Falls, S. D., and helped set up stations in Atlantic and Shenandoah, Iowa. Al Ramsey was general manager of WMMN Fairmont, W. Va., after handling sales chores for many years previously.

And so it happened in 1939 that Cy Rapp, who stepped up the ladder of station operation over 19 years, was managing KMA Shenandoah and Al Ramsey served as commercial manager. It also happened, the story goes, that one F. H. Voight and his wife were dabbling in their basement at Ottumwa, Iowa, with a soapless soap called Perfex.

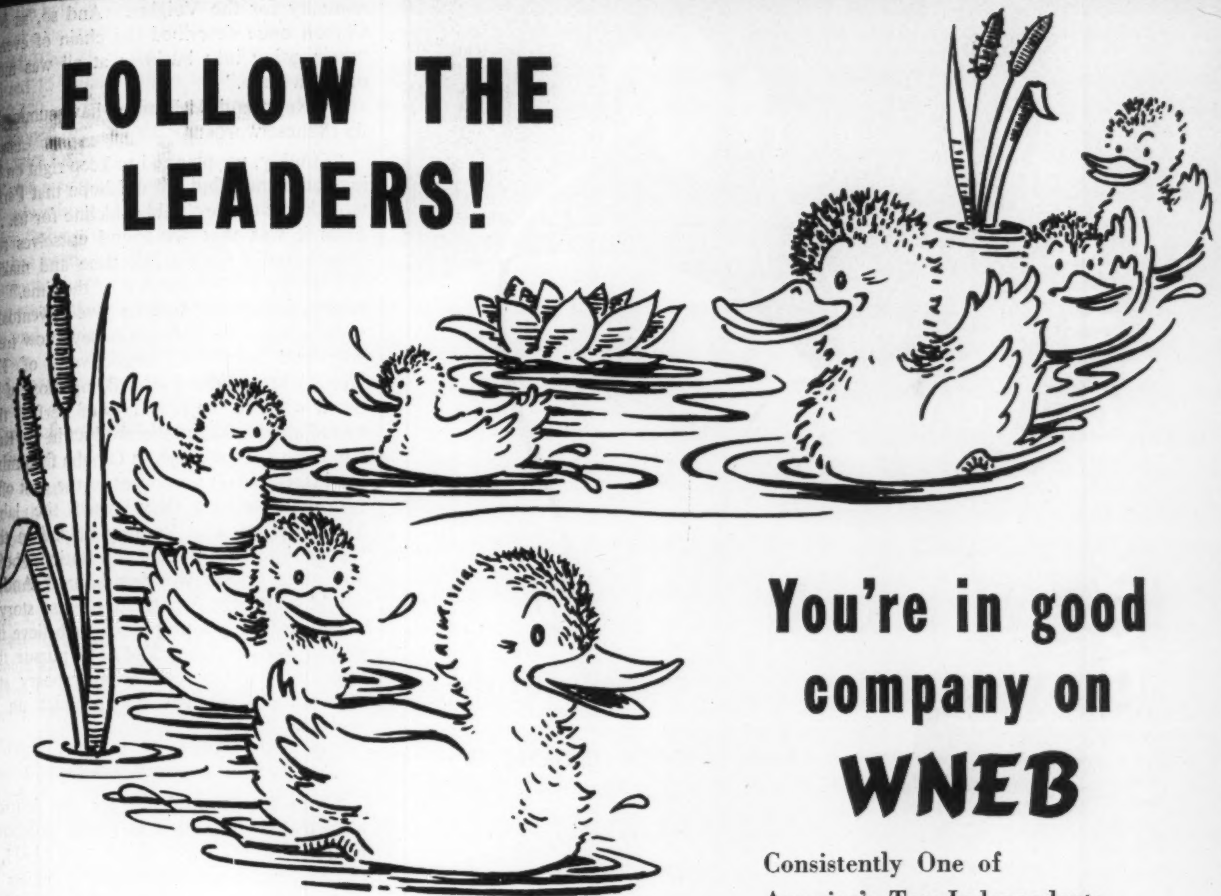
The Voights dabbled with radio, too, using that medium as the market place for getting attention but actually selling it by mail. They used KMA, a 5 kw outlet, with coverage then in perhaps 100 counties of Iowa, Kansas, Missouri and Nebraska and headquarters in a town of 7,000.

Cy Rapp and Al Ramsey, who originally persuaded the Voights to use radio, wanted very badly, of course, to sell more time. At the same time they also felt that Perfex had possibilities, but began to question whether mail order was the proper approach. A decidedly more profitable approach (for KMA and Mr. Voight) they concluded, would be for Mr. Voight to move the product to distributors and, thus, to dealers' shelves—and then advertise it on KMA.

The rest is history. When Mr. Voight refused and later, in 1940, became ill and thought it best to sell the business, he remembered Messrs. Rapp and Ramsey. Mr. Voight rejected the first offer, which fell short of the $20,000 asking price, but finally agreed to a $1,000 sale, plus monthly royalties of $150 for 10 years. The two broadcasters borrowed on their insurance for the initial capital—and that was the groundwork for Tidy House.

What they got were the manufacturing and selling rights to the detergent, one which

# FOLLOW THE LEADERS!



## You're in good company on WNEB

Consistently One of America's Top Independents

This year, last year, every year since opening in 1946, WNEB has shown a steady increase in volume of business.

Each year, more and more of the nation's top advertisers use WNEB.

Here is a list of the many national and regional accounts who have contracted with WNEB during 1955.

**FOODS**

Birdseye
Bond Bread
Certo and Sure-Jell
Chase & Sanborn Coffee
Citrus Fruit Juices
Dunkin Donuts
Educator Crax
First National Stores
Genoa Meat Products
Golden Gift Orange Juice
H. P. Hood & Sons
Hollywood Bread
Instant Sanka
Jack and Jill Cat Food
Kennedy Butter & Eggs
Lipton Frostee
Lipton Iced Tea
Log Cabin Syrup
Lord Jeff Meat Products
Mass. Dept. of Agriculture
Mrs. Filbert's Margarine
Nestles Instant Coffee
Stop & Shop
Victor Coffee

**DRUGS**

Aqua Velva
Bayer Aspirin
Bromo Quinine
Doan's Pills
Dolcin
Ex Lax
Liggett Rexall
Pertussin
Rem
Rybutol

**BEVERAGES**

Clicquot Club Beverages
Dawson Beer & Ale
Haffenreffer Brew
Manischewitz Wine
Moxie
Narragansett Beer & Ale
P. Ballantine & Sons
Piels Beer

**TRANSPORTATION**

Ford Motor Company
Lincoln Mercury
Northeast Airlines
Plymouth

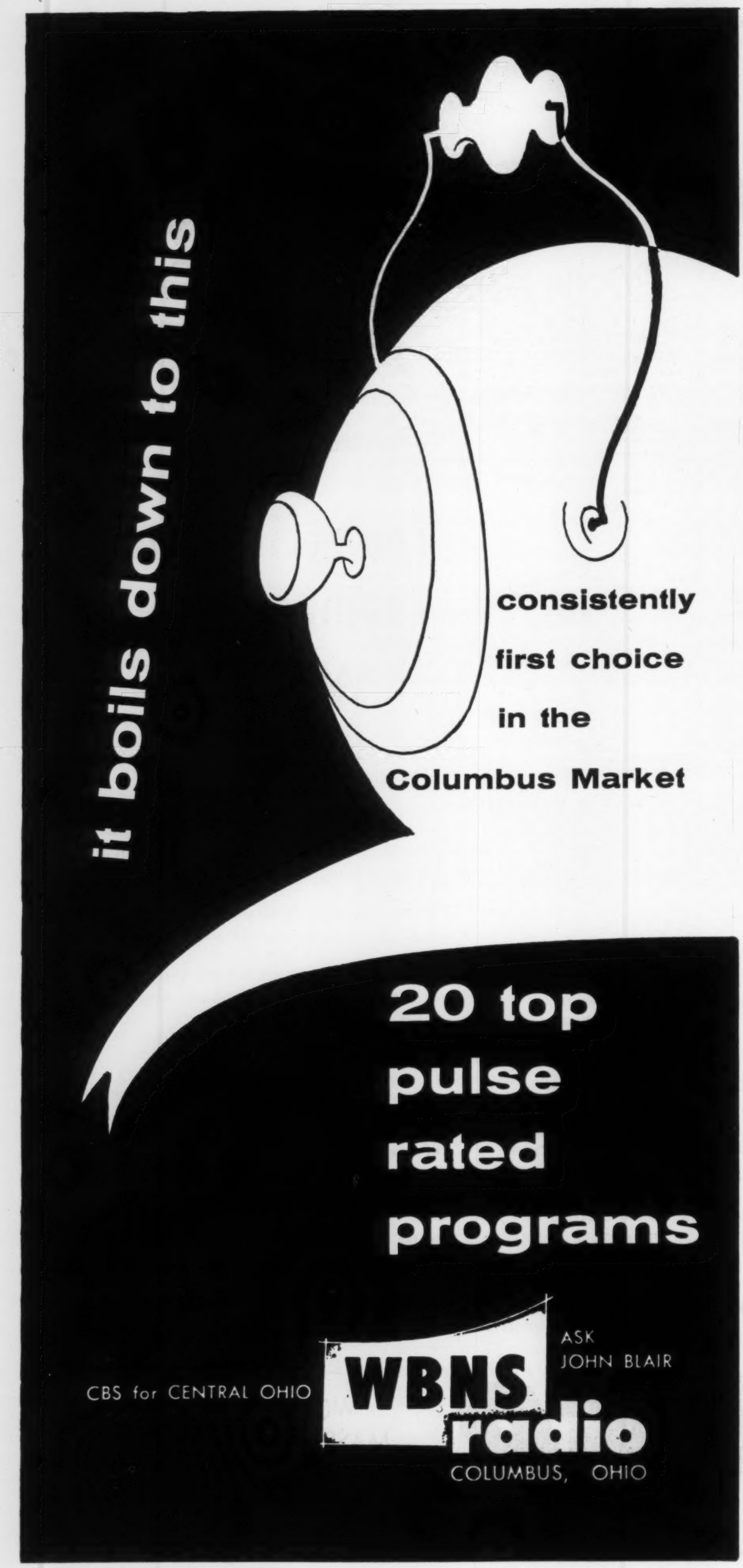
**GENERAL**

Blue Cross & Blue Shield
Breck's Seeds
Bri Mar Paints
Camels
Chesterfield
Cristy Dry Gas
Dainty Dot Hosiery
Eastern States Exposition
Foxboro Race Track
Halo
Ladies Home Journal
Life Magazine
M. G. M.
New England Coke
New England Tel. & Tel. Co.
O'Cedar
Old Gold
Q Tips
Reader's Digest
Revlon Silicare
Shell Oil
Silverdust Blue
Statler Tissues
Suffolk Downs
Sun Oil
Tintex
Top Value Stamps
Touraine Paints
Turtle Wax

**To Buy a Buying Audience—Follow The Leaders Who Know Where to Go—**

**WNEB**

WORCESTER
MASSACHUSETTS
Represented by
THE BOLLING COMPANY



grossed $10,000 and netted about $2,500 annually for the Voights. And so, as Mr. Corson once described the chain of events, "their going into business at all was more or less a fluke."

Cy Rapp and Al Ramsey have summed it up in these words:

"Frankly, we planned to keep right on being radio men, but we did hope that Perfex would prove a profitable sideline for us. . . . Thus it was that we found ourselves running a radio station full time and making and selling Perfex the rest of the time." Of course, something had to give—eventually.

Mrs. Rapp and Mrs. Ramsey (now treasurer and secretary, respectively, of Tidy House) are credited with doing most of the detail work in the first days of Perfex: they mixed and packaged the product in the Rapp basement (at one time an Omaha firm mixed the ingredients); they went to the post office for mail orders; they typed the labels. Messrs. Rapp and Ramsey helped in their "spare time" away from the station—before and after station working hours. And, as would befit any American success story, it would not be presumptuous to believe they played hookey from KMA to pursue their "sideline." They called on grocery store distributors and got the product on the shelves.

### Out of the Basement

From the Rapp basement the foursome moved their operation to rented quarters in Council Bluffs and finally, in 1943, to Omaha, where Tidy House products are manufactured today (as well as in Malta, Ohio). The first year, on the shoestring capital of $1,000 and after royalties, the Perfex Co., all four of them, realized sales of $23,500 and netted $1,100.

In Omaha the Rapps and Ramseys replaced an old soup can used for filling small Perfex packages with a semi-automatic packaging machine. Even then, the tasks were time-consuming, what with forming the packages and running flaps over glue rollers.

By 1943-44, it became obvious to the entrepreneurs their business was growing and "some pretty dangerous gambles" were necessary: expansion of markets, more salesmen and some dollars for advertising.*

Within three years, Perfex had six employes, five radio stations carrying its messages and had jumped sales from the initial 21,000-plus to $91,024. In 1944 it added six more employes, one more station and grossed $211,360.

Aside from the calculated risk of physical expansion, there were some personal gambles involved too. Al Ramsey left KMA to work fulltime for the growing business in 1944 and Cy Rapp inevitably followed in the Perfex path.

The Rapp-Ramsey enterprise, surviving the pratfalls of the detergent market during the war years and making a small profit with the help of a priority system, was ready to make its move in 1945. By the end of World War II it numbered 49 employes, utilized 15 radio stations and grossed a tidy $740,320. Brokerage distribution was abandoned by Perfex Co. in favor of its own sales force.

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*Looking back, Messrs. Rapp and Ramsey claim: "We are almost amused at the money involved in those decisions . . . only about as much as we spend on advertising every three days now. But those decisions then were harder to make than is the decision to spend a million dollars today."

Radio was the primemover behind most of the advertising expansion. Tidy House's major "advertising vehicle" from its inception has been the *Kitchen Club*, a recorded 15-minute homemakers' show beamed at the metropolitan or non-metropolitan housewife and featuring Edith Hansen or Martha Bohlsen. As the profits from Perfex multiplied, more stations were added, mostly in the wide coverage category.

Says Advertising Manager Corson almost too simply:

"It is natural that we should favor radio over other media since the two founders . . . are ex-radio people and my background in advertising has been in radio primarily." But there is more to it.

Mr. Corson thinks perhaps "the point of greatest strength" for Tidy House—"our intimate knowledge of the way radio works" —gives it a decided advantage over competitors. He has said:

"We do not expect miracles nor do we expect phenomenal results in a short period of time. . . . If there is a secret (formula for radio advertising), it probably is that we fundamentally believe radio to be the most economic medium we have for reaching large groups of people."

Claiming a policy of selecting stations on the basis of sound management as well as coverage claims and market position, Tidy House places more emphasis on "personality selling," and listener loyalty than on ratings, according to Mr. Corson. ("Ratings are just fine and dandy as a standard to judge an audience or to resolve your expenditures in terms of cost-per-thousand listeners, but we have found that we can do an excellent job with a 3 rating against a competing station's 8," he says.)

With this yardstick for station usage, Tidy House parlays its "personalities" concept with a continuous premium promotion and merchandising activities, with enthusiastic support from participating stations.

The personalities concept gained momentum in January 1944 when Edith Hansen launched her series of *Kitchen Club* shows on KMA. Tidy House had used local personalities before. Mrs. Hansen started as a homemaker with WJAG Norfolk with pronounced success. She was doing a similar type program at KMA when Tidy House obtained her services. Martha Bohlsen had her own homemakers' show on WOW Omaha while with Nebraska Power Co. in 1938. Like that of Mrs. Hansen, her popularity grew in the area of her programs. She joined WOW in 1949 and Tidy House in June 1953. Today both she and Mrs. Hansen are full-time homemakers with the company. (Mrs. Bohlsen has served as president of the Heart of America Chapter of American Women in Radio & Television.)

Tidy House claims a "very high degree of

**W**herever you **G**o . . . there's **R**adio

**And WGR Radio in Buffalo is better than ever. These top sales personalities of WGR are getting top sales results for sponsors. If you want sales . . . buy WGR!**

| | |
|---|---|
| **JOHN LASCELLES** | **MUSICAL CLOCK**<br>**6:30 - 9:15 A.M. Monday thru Saturday**<br>Buffalo's oldest service-type wake-up program. Music, time, weather. |
| **BOB GLACY** | **BOB GLACY SHOW**<br>**2:00 - 6:00 P.M. Monday thru Friday**<br>Music, humor, interviews. Ideal show to sell Buffalo.<br>News every half-hour. |
| **HELEN NEVILLE** | **HELEN NEVILLE SHOW**<br>**1:45 - 2:00 P.M. Monday thru Friday**<br>Hints and news for women from Buffalo's outstanding homemaker's counselor. Live audience. |
| **BILL MAZER** | **SPORTS AND "HEARTBEATS IN SPORTS"**<br>**6:15 - 6:30 Monday thru Saturday**<br>Outstanding coverage of local and national sport scene. |

**ALL ON BUFFALO'S FIRST RADIO STATION**

**PLUS**
**Outstanding**
**5 and 10 Minute**
**NEWS and**
**WEATHER SPOTS**
**Ask for Availabilities**

WGR

*Representatives:*
**FREE and PETERS**

**NBC BASIC AFFILIATE**

loyalty" to Mrs. Hansen and Mrs. Bohlsen. A study in 1954 in two midwestern states indicated about 50% listenership among housewives at least once a week. The shows differ in flavor (and personality) depending on Tidy House's advertising needs in specific areas. But the methods of promotion and merchandising remain identical.

One promotion is held in each quarter on each of the products in distribution, utilizing self-liquidating premiums.* The company feels it can attract new customers and retain the confidence of satisfied ones by giving premiums in effect as bonuses. Tidy's sales department keeps about 70 men on the road, merchandising each premium with special displays, tie-in ads and point-of-purchase data. Stations which carry its programs log premium response results, breaking them down into a cost-per-response based on station cost itself.

It is noteworthy that with the avid faith in radio shared by Messrs. Rapp and Ramsey, Tidy House never uses the medium on a short-term basis—but rather for the long pull, with 52-week contracts. It demands strong station support—and invariably obtains it.

With the expansion of facilities and air time came, inevitably, the appointment of an advertising agency, Buchanan-Thomas Adv. Co., in Omaha. Agency executives familiar with the account are strong in their praise of broadcasters for their support. Their philosophy is this:

"The radio stations that have helped build the Tidy House Products Co. have done much more than just serve as a channel for our advertising messages. They have come up with many excellent merchandising ideas for promotion of our products. Not only have these ideas promoted Perfex, GlossTex, Shina Dish and Dexol for Tidy House but they have proven valuable to the stations in boosting their listenership ratings as well.

MAPPING a Tidy House radio campaign (l to r): Edwin T. Gaither, sales director; Barney Corson, advertising chief, and Donald F. Lincoln, comptroller.

"These stations will verify that the *Kitchen Club* radio show is one of their most valuable programs. They know it will develop exceptionally high ratings in the face of the strongest network competition. The station managers know that if they promote the show with their audience and merchandise its selling value to the retailers they will secure results not only for Tidy House Products Co. but for themselves as well."

Tidy House and its agency fondly describe these broadcasters as "our station merchandising managers." Buchanan-Thomas provides copy and/or announcement platters for stations desiring to promote the *Kitchen Club*. The company and its agency have been known to look askance at a "few radio stations that always revert to other media" when promoting the program.

Tongue in cheek, Tidy House executives merely observe that while "the use of other media is worthwhile for both the station and ourselves . . . we also know that if radio will work for us in selling our products it will work for you in promoting our program."

Among stations in the U. S. which have promoted the *Kitchen Club* in one form or another are WTAD Quincy, Ill.; WXYZ Detroit; KCMO Kansas City; WLW Cincinnati; WBAL Baltimore; KYW Philadelphia; WWDC Washington, D. C.; WFBR Baltimore; WISN Milwaukee; KDKA Pittsburgh; WDZ Decatur, Ill.; WKZO Kalamazoo; WGBS Miami; WRC Washington, D. C.; KFAB Omaha; KRMG Tulsa, and others.

Typical of the Tidy House premium activities is that involving the Baltimore market (WFBR and WBAL) a couple of years ago. It arranged for Reuben H. Donnelly Co., Chicago, to mail out two million of them to 500,000 homes in Baltimore—or four per family. Each coupon carried a value of 10c

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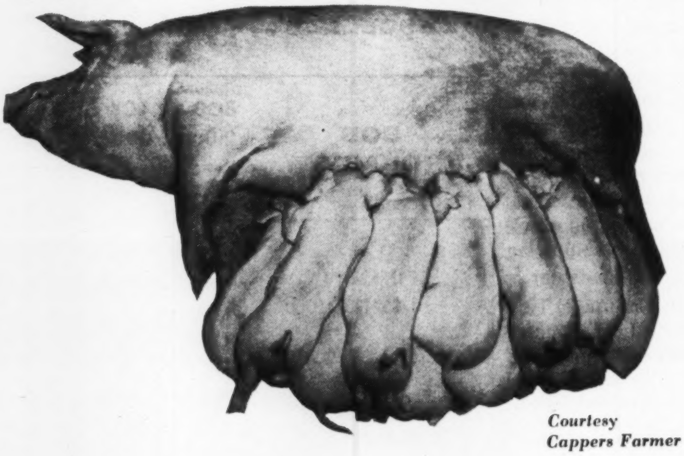
*Sewing shears, gladiolus bulbs, meat forks, sponges, etc.



W
O
H
O

Courtesy
Cappers Farmer

*News of a good thing really gets around*

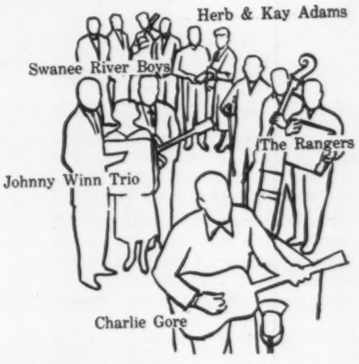
**Ask a John Pearson man about WOHO
and the latest Pulse survey**

**TOLEDO, OHIO**

**1000 WATTS
1470 KC**

Charlie Gore

# 13 reasons why Indiana loves its radio LIVE



Meet 13 of WFBM's *live* talents. Their musical variety hour-a-day, 5-day-a-week "Hoosier House Party" originates at WFBM, but they're *not* "local" talent. They are experienced pros. Ten own *solid* network experience.

Theirs is the kind of live talent we're talking about when we say WFBM has brought live, lively, local radio back to Indiana. And Indiana loves it, because it is top-drawer, not bottom-barrel.

**6 more reasons:** Ken Linn, "Hoosier House Party" MC. Gilbert Forbes, live news editor. Tom Carnegie, live sports director. Irene Lindgren, live kitchen artist. Ann Wagner, live platterspinner, and Harry Martin, live farm editor.

## WFBM-radio

**Indianapolis**

*Represented Nationally by the Katz Agency*

Affiliated with WFBM-TV; WOOD-AM & TV, Grand Rapids; WFDF, Flint; WTCN, WTCN-TV, Minneapolis-St. Paul.

**A GEOGRAPHY LESSON . . . One of a Series**

**MINNEAPOLIS, ST. PAUL, HARTFORD and NEW HAVEN on PUGET SOUND?**

KTNT-TV "A" CONTOUR — BEST OVER PUGET SOUND
EVERETT
SEATTLE
BREMERTON
NEW SITE
TACOMA
OLYMPIA
"A" CONTOUR POPULATION, OVER 1,200,000
CANADA
PACIFIC OCEAN
CASCADE MTS.
WASHINGTON STATE

**Of all TV stations in the fabulous Puget Sound area, only KTNT-TV covers all 5* cities in its "A" contour.**

*Seattle, Tacoma, Everett, Bremerton, Olympia

**First off, we want to assure Minnesota and Connecticut that we are not trying to displace their fine cities! What we are saying is this: the combined population of these four cities is less than the number of people living within the "A" contour boundaries of KTNT-TV, CBS television for Puget Sound.**

**The greatest concentration of Washington State's population . . . over half the people in the state . . . is centered in the Puget Sound region. And KTNT-TV's "A" contour encompasses most of them! There are more than 1,200,000 people within the "A" contour, and 800,000 more in the INFLUENCE AREA which extends into Oregon to the south and into Canada on the north.**

**To reach more than half the people of prosperous Washington State, Buy KTNT-TV.**

**KTNT TV**

**CHANNEL ELEVEN**

**316,000 WATTS**

**Antenna Height**
**1000 FT. ABOVE SEA LEVEL**

**CBS Television for Puget Sound**

**Represented Nationally by Weed Television**
KTNT-TV, TACOMA 5, WASHINGTON

"The Word Gets Around . . . Buy Puget Sound"

and was redeemable at all grocery stores and super markets with purchases of Dexol powder bleach, GlossTex plastic starch, Perfex cleaner and Shina Dish for dishwashing.

GlossTex was introduced on the market in 1947 as a liquid starch with a plastic base, the result of intensive research and initiative by the Rapp-Ramsey combine. Tyro, a dairy cleanser (not one of Tidy's Big Four), which came out the same year, was developed with the help of Iowa State College. In 1949 Tidy House brought out its Dexol bleach after the successful debut of Shina Dish (a detergent with a hand-lotion ingredient primarily for washing dishes and not for laundering) a year earlier. (The Perfex Co. became Tidy House Product Co. in 1950.)

Other products are now in the development stage: liquid Shina Dish, a non-caloric sweetener called Sweet 10 (a glass polisher-cleanser, Shine, already is out). Tidy House maintains its own laboratory and has its own chemists, always striving to improve its established products and develop new ones. It also has conducted housewives panels to test products and hear suggestions. It also maintains personnel and market research departments in its brand new office building at Shenandoah.

With continued expansion will come more advertising dollars. Tidy House has increased its printed media allocations and has been on as many as 12 television stations with personality programs (the budget for next October calls for eight). In 1952* it carried as many as 80 radio stations.

It is reasonable to assume that most of any fresh advertising dollars will go into the medium that built Tidy House.

Sometimes their executives feel they have considerably more confidence in radio than broadcasters themselves; and their Mr. Corson, a former producer-writer-announcer in the Midwest, has been moved to deliver pep talks to station managers. At the 1954 NARTB Chicago convention, he told them bluntly:

"Radio is less effective now than it was in the old (preceding World War II) days . . . But, gentlemen, you still have the greatest mass medium of them all and it is up to you to work all of the angles to increase its effectiveness . . ." Mr. Corson complains that, in his many contacts with merchandisers and buyers, few seem predisposed to recommend a radio station—thus, radio as an advertising medium. This is not so much a matter of its effectiveness, he believes, as it is one of public relations. Even when tv came on the horizon, Mr. Corson pointed out, Tidy House was expanding its marketing operation with more radio stations "because we believed in the medium and we believe in it today."

If Mr. Corson had his way, there could well be a "revival meeting" for radio. Cy Rapp and Al Ramsey should qualify as leading evangelists.

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*A year before, Messrs. Rapp and Ramsey beamed their messages on some 55 stations, spending $790,000 on all advertising, grossing $4,226,741 and netting $262,000 before taxes.

# Measure of Success . . .

In every field there are recognized measurements of success. Some true; some false.

In broadcasting the true measure of success is this: Listener preference.

In the great Tulsa market area most of the listeners prefer KVOO most of the time.

This sure and unchanged preference for Oklahoma's Greatest Station has remained constant for more than 30 years.

During all of this time most advertisers have also made KVOO first choice.

When you have advertising dollars delegated to do an important job for you in Oklahoma's No. 1 Market Area, assign them to KVOO where more people will hear your message more of the time and at lowest per listener cost.

Advertising dollars have more value when placed on KVOO, the station listeners believe in!

**RADIO STATION KVOO**

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS

TULSA, OKLA.

OKLAHOMA'S GREATEST STATION

# LETTER WRITERS AND RADIO

FOR AS LONG as there have been radio broadcasters and radio listeners, the radio listeners have been writing to the radio broadcasters to praise or blame or to ask for a recipe they'd heard on the air or for a picture of a favorite radio performer, or maybe they wrote because they wanted to enter a contest.

When people began to buy tv sets and to divide their receiving time between viewing and listening, there were those that thought that this new medium which added sight to sound might cut down the flow of radio mail. This might have seemed a logical conclusion in the early days of tv, when many American families seemed to be spending most of their waking non-working hours in front of those new picture boxes in their living rooms.

But the smart conclusion jumpers neglected to tell this to the public which, while watching tv several hours a day, still finds time to listen to radio and to write letters about what they hear.

Last month Cedric Adams, conductor of the Tuesday edition of *As You Like It* on WCCO Minneapolis, started a new contest by asking his listeners to identify his hometown, Magnolia, Minn., which he spelled in a scrambled order. Listeners were asked to unscramble the name and send their answers by postcard to Mr. Adams, who also told them that this was only the beginning.

The "Unscramble-the-Town" contest will run for 26 weeks overall. Each week Mr. Adams picks at random two cards from all correct answers received in answer to the previous week's clue, with valuable merchandise prizes for the lucky card writers. At the end of 26 weeks, one listener-writer, chosen by lot from those who have unscrambled all the towns successfully, will receive an all-expense two-week vacation for two in Hawaii.

The first scrambled town was unscrambled by 4,911 listeners. There were probably more than that, but that's the number of pieces of mail received by WCCO in response to the single broadcast, an achievement hailed by Larry Haeg, general manager of WCCO Radio, as "one of the greatest successes in the station's history."

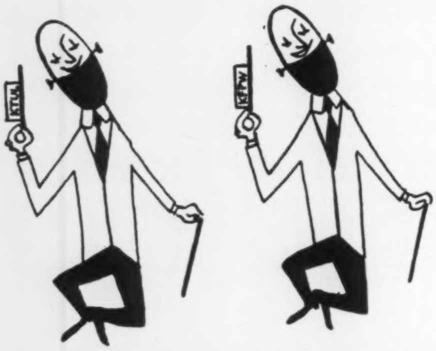
With that response for the initial contest broadcast, WCCO personnel hung anxiously over the mail bags coming in during the next week. Would the count build with the progress of the contest, as the optimists predicted, or decline now that the first flush of novelty had disappeared, as the others gloomily feared?

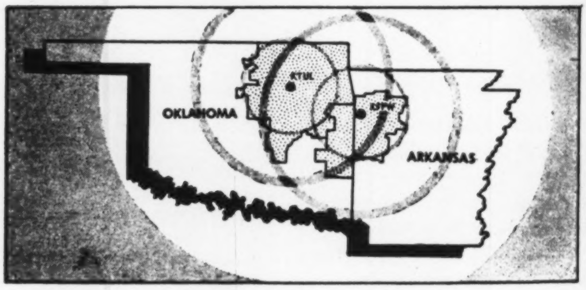
The optimists were right. The second week's mail totaled 6,255 pieces; the third week's 6,806, and by the sixth week had climbed to 8,601.

The *As You Like It* series is broadcast on WCCO at 7-7:55 p.m., Monday through Friday, with a different m.c. each evening: Bob DeHaven on Mondays; Mr. Adams, Tuesdays; Clellan Card, Wednesdays; Ed Viehman, Thursdays, and Gordon Eaton, Fridays. Each m.c. is given a free hand to use his own talents and imagination to provide something new, exciting and different in the way of radio entertainment. The "Unscramble-the-Town" contest is one of Mr. Adams' novelties.

The program made its debut on WCCO May 23 as a cooperatively sponsored series. Advertisers who have been on the show since its inception include: North American Life & Casualty Co., Northern Pacific Railway, Lincoln-Mercury Div. of Ford Motor Co., Kelvinator Distributors, P. Lorillard Co. (for Muriel cigars), General Beverages of Minnesota (for Donald Duck soft drinks), and Star Import Co.

*Complete Coverage Without Waste!*





BUY BOTH STATIONS
TO EARN GREATER DISCOUNTS

★ *A Radio Team You Just Can't Beat!*

PLAYING TO "CAPACITY" AUDIENCES IN THE BILLION-DOLLAR TULSA TRADE AREA OF EASTERN OKLAHOMA . . . and the RICH FORT SMITH MARKET OF WESTERN ARKANSAS

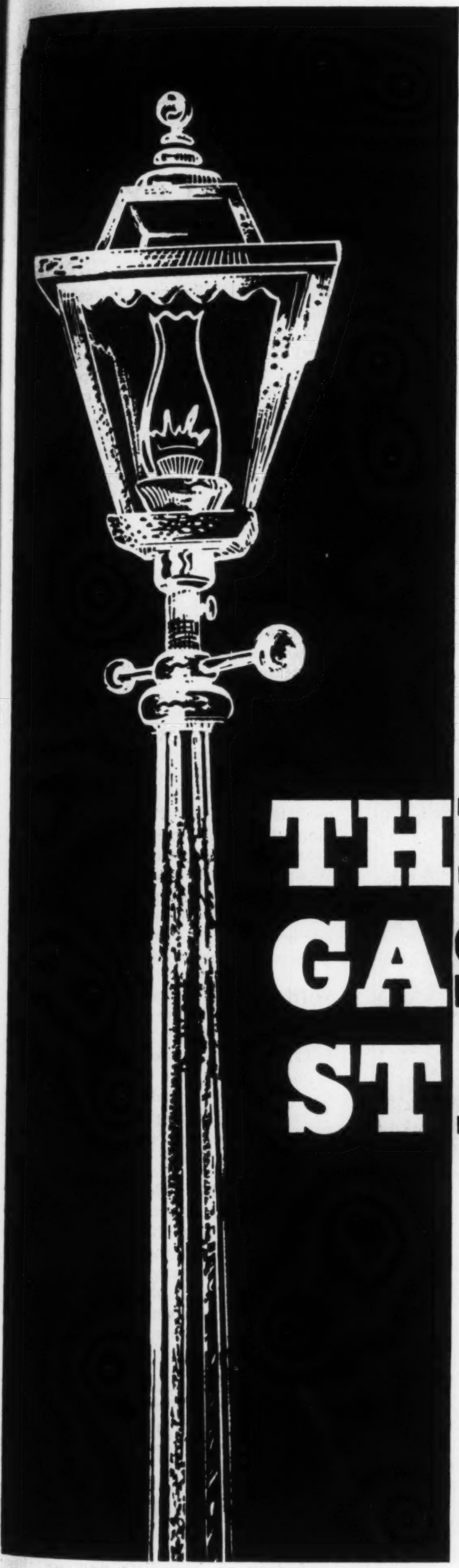
- TOP SHOWS
- TOP PROMOTION

**KTUL**
TULSA, OKLAHOMA

CBS RADIO

**TULSA BROADCASTING CO.**
BOX 9697, Tulsa, Okla.
James P. Walker - Dir. of Radio Operations
**AVERY KNODEL, Inc., National Representative**

**KFPW**
FT SMITH, ARKANSAS



# THE GASLIGHT STATION

New York's most respected station . . . .
with a distinctive program format . . . .
carefully highlighting your sales message.

## WPAT

**930 KILOCYCLES 5000 WATTS**

*For details, call:* PE*nnsylvania 6-2945*

# PANTS, PEACHES, PONTIACS

## YOU NAME IT, RADIO CAN SELL IT. HERE ARE 81 EXAMPLES

*RADIO's ability to do a job for the local advertiser—the retail merchant who has no money to spend in popularizing a brand name or building goodwill or other institutional advertising, the dealer whose advertising, to pay off, has to move goods out of his store or showroom—is as great today as it ever was.*

*That conclusion is inescapably drawn from the paragraphs that follow, presenting 81 brief recapitulations of successful local radio campaigns sponsored by retail concerns on radio stations in their communities. The more than 20 varieties of sponsoring retailers range from auto dealers—the most numerous group, accounting for more than 20% of the total—to a fruit grower who used radio to enlist pickers of his crop.*

### APPLIANCES

**MORE SALES** per dollar of advertising from radio than from any other medium is the reason why J. Burnham Inc., Buffalo appliance store and largest Frigidaire dealer in western New York, is a year-round advertiser on WGR Buffalo. Currently, Burnham's is in its third year of sponsoring the station's early morning *Musical Clock* program, using 10-minute units, Monday through Friday. Burnham's started on WGR—and on the *Musical Clock*—Aug. 10, 1953, largely because of the personality of John Lascelles, the program's m.c., and his unusual delivery of commercials, which Burnham's felt might help it compete with other appliance stores. The original 13-week test is now on a 52-week contract basis, with the program originated three days in each 13 weeks from Burnham's window, strengthening the tie-up between Burnham's, John Lascelles and the public. Renewals, says WGR, are due to just one fact: Burnham's gets more sales per dollar spent in radio than in any other medium, including newspaper. Cost: $175 a week.

**A SIX-WEEK** saturation announcement campaign on WCNU Crestview, Fla., sold $76,000 worth of appliances for the Veterans Gas & Appliance Co. at a cost of $475, for 475 spots at $1 each. The manager of the client company said he had tried all media and that WCNU did six times better than any previous campaign. The company, which formerly used WCNU only sporadically, is now spending $265 a month.

**WHEN A LOCAL** advertiser stays with a single medium for four years, spending from $1,500 to $7,000 a week, there must be a reason. When the advertiser is a chain of retail appliance stores that reason is almost certain to be sales. So it is with Sunset Appliance Stores, 16-store chain in the greater New York area, whose president, Joseph Rudnick, last month wrote WMGM New York, ". . . We are not in the business of selling intangibles. The nature of our business is such that each week as it goes by gives us a concrete check on sales derived from our radio advertising. . . . Four years of continuous experience on your remarkable station has proved to us at Sunset that WMGM constantly brings us more actual delivered sales per advertising dollar spent. . . ." Sunset's WMGM schedule includes 10-minute, 15-minute and half-hour programs as well as one-minute announcements, spread through the schedule to give the stores a cross-section of both day and evening audiences.

**WITH A LARGE** stock of washing machines on hand that weren't moving as rapidly as desired, non-radio user Hayes Sammons Hardware Co., Mission, Tex., bought the idea of a 72-hour continuous sale with a three-day spot saturation campaign from sign-on to sign-off on neighboring KRIO McAllen. The spot campaign cost $225. It resulted in the sale of 96 units, with 70% of the buyers paying cash. The cash register rang up a total of $23,000. Pleased with the result obtained, Tom Sammons Jr. increased his firm's August budget on KRIO to $1,150.

**MILADY WAS LISTENING**

WHEN the J. J. Newberry Co. decided to hold an advance fall fashion show at Worcester's Bancroft Hotel, the company concentrated publicity for the event into a single medium, WORC Worcester. For two weeks the station told its listeners that tickets for the event could be picked up at the Newberry store or obtained through the mail by writing WORC. Result: more than 24,000 tickets were issued; the ballroom and lobby of the hotel were jampacked and some 10,000 people did not get in at all. The sponsor took one look and repeated the show the following night, again to an SRO audience.

**LOCATED** beyond a railroad underpass in a suburban area with no other retail establishment within several blocks, Consumers Mart of Lincoln, Neb., gets no off-the-street business. People have to seek it out and advertising has to tell them to do so. "We were diehard newspaper advertisers . . . but it just wasn't good enough," the owner, Harland J. Weist, wrote. "The direct sell cost on advertised items was so high that we simply had to find a better answer." That better answer was a saturation spot campaign on KLMS Lincoln, ranging from 25 to 175 spots a week. Sales volume rose immediately, and stayed up, with June volume more than four times that of June 1954, before radio was used. "It is ironic," Mr. Weist wrote, "that while traffic, sales and profits have gone up, overall advertising costs have gone down. We have reduced our newspaper budget substantially and the savings more than cover our radio cost."

**WITH** no other advertising utilized and a total budget of $72 to cover costs, the Independent Liquidation Co., Cedar Rapids, Iowa, sold $3,000 worth of small and large appliances during the second day of its two-day test on KPIG Cedar Rapids. Used were 18 sixty-word announcements per day at $2 each. The announcements were run-of-schedule, both day and night.

**KBOL BOULDER,** Colo., helped a local appliance dealer, Harris & Smith, which was nearly bankrupt at the beginning of 1955, rebuild to the point that volume for the first nine months of the year was $20,000. Harris & Smith used only three spots weekly, at noon, for the first six months and then upped the number of spots to five per week to achieve this sales increase.

**AS AN APPROPRIATE** means of advertising, The Trading Post, appliance dealer of Lakewood, N. Y., suburb of Jamestown, sponsors *Trading Post Roundup,* 45-minute program of western, hillbilly and country music each afternoon on WJTN Jamestown. Jack Dunigan, station personality, spins the records and presents the copy in informal ad lib style. The program started July 11 and drew an immediate response. Item:

a carload of Hotpoint refrigerators sold in first three weeks with no other advertising used. Item: a mystery melody feature had to be dropped because it brought so many people into the store that the sales staff could not handle them.

**USING 50 SPOTS** in two days, KXRO Aberdeen, Wash., helped the local B. F. Goodrich Co. store sell $3,000 in Kelvinator appliances at a cost of $112.50 to the store. KXRO was the only medium used.

**SPENDING $25** per day twice weekly for a total of 12 quarter hour programs each week on KPIG Cedar Rapids, Iowa, to sell air conditioners, the C. F. Puth Co., same city, sold enough units the first day of its effort to pay for practically a whole year's advertising campaign on that weekly budget. The quarter-hours were run-of-schedule, both day and night, with the sponsor receiving an opening and three 100-word commercials.

**DODD'S** home furnishings, Manhattan, Kan., sold 21 air conditioners from Saturday afternoon of one weekend in July through the Monday evening immediately following by using 35 spot announcements on KMAN there. The air conditioners were selling for $299.95; for an investment of $43.75 Dodd's sold $6,298.95 in merchandise.

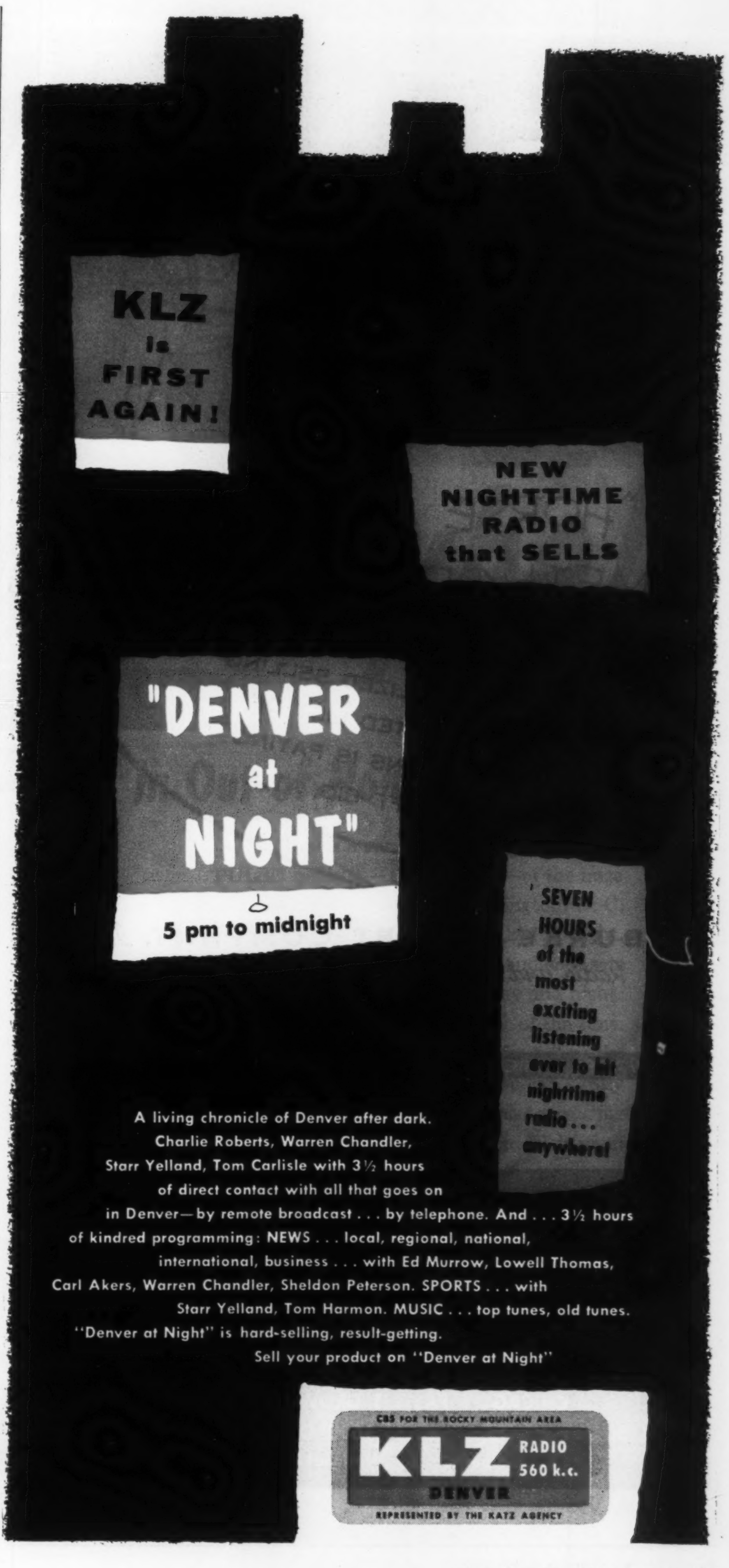
**FOUR-DAY** saturation campaign over KBKI Alice, Tex., resulted in the sale of 39 Maytag automatic washers in three days for the Alice Hardware Co. Total advertising cost was approximately $2.50 per washer.

**SPECIAL BUYS** in electric fans, garden hoses and ice cream freezers, advertised with 12 announcements on WAMI Opp, Ala., which also invited the public to register for an electric fan to be given away, produced good sales of the advertised items for Opp Hardware Co. and so much traffic that the store manager declared: "I've never had as many folks in my store in any one day." This is one of the reasons why he uses radio almost exclusively for his advertising.

**EVERYBODY KNOWS** radio is dead, particularly during the evening hours; everybody, that is, except the advertisers whose use of evening radio has paid generous dividends. For example: the Scott-Mitchell House Drill Co., which offered its drills for $2 a set in one-minute participation commercials broadcast three times a week for four weeks on the *Bohemian Band* program on WNAX Yankton, S. D. One of the station's most popular features, the *Bohemian Band* plays request numbers each evening, Monday through Friday, 6:15-6:30 p.m. During its four-week campaign, Scott-Mitchell received 1,977 orders, totalling $3,954, for which it paid WNAX $360, or 18.2 cents per order.

## ASSOCIATION

**THE NEWLY-CHARTERED** Truck Drivers Assn. of America, which established headquarters in Charlotte, N. C., a few months ago, needed two things—to build membership and to create public recognition of TDAA and its purposes of promoting high safety standards on the highways and better understanding between members of the



KLZ is FIRST AGAIN!

NEW NIGHTTIME RADIO that SELLS

"DENVER at NIGHT"

5 pm to midnight

SEVEN HOURS of the most exciting listening ever to hit nighttime radio . . . anywhere!

A living chronicle of Denver after dark. Charlie Roberts, Warren Chandler, Starr Yelland, Tom Carlisle with 3½ hours of direct contact with all that goes on in Denver—by remote broadcast . . . by telephone. And . . . 3½ hours of kindred programming: NEWS . . . local, regional, national, international, business . . . with Ed Murrow, Lowell Thomas, Carl Akers, Warren Chandler, Sheldon Peterson. SPORTS . . . with Starr Yelland, Tom Harmon. MUSIC . . . top tunes, old tunes. "Denver at Night" is hard-selling, result-getting.

Sell your product on "Denver at Night"

CBS FOR THE ROCKY MOUNTAIN AREA
KLZ RADIO 560 k.c.
DENVER
REPRESENTED BY THE KATZ AGENCY

"HORSE AND BUGGY METHODS WON'T DO"

PERSONALIZED SELLING FOR A LIMITED LIST OF STATIONS IS PAYING OFF BIG, AT...

**BURKE-STUART COMPANY, *Inc.***
*Radio and Television Station Representatives*

NEW YORK · CHICAGO · DETROIT · LOS ANGELES · SAN FRANCISCO

**3 out of 4 listen to WCFL**

WCFL set an all-time Chicago listening audience record, with 75.2% of sets-in-use tuned to White Sox-Yankees broadcast, according to an impartial July 19 Pulse survey!

*the switch is to* **WCFL** *the Voice of Labor*
CHICAGO'S FASTEST GROWING STATION
50,000 WATTS • 1000 ON THE RADIO DIAL
*Burke-Stuart Co., Inc., National Representatives*

trucking industry and the general public. As its only medium of accomplishing these purposes, TDAA became host to *The Highway Traveler Show*, weekly quarter-hour on WBT Charlotte. After eight weeks, TDAA reported: membership up and still climbing, applications for honorary memberships from companies in allied industries, an impressive number of calls from representatives of the trucking industry and appreciation for an outstanding job in establishing the new organization in the public consciousness.

## AUTO DEALERS

**ONE THING** leads to another, particularly when the first is a successful radio campaign. Take Dana Hudelson Inc., Champaign, Ill., Ford dealer, as Example A. With a large stock of new Fords on hand, the dealer decided to try to dispose of them over a weekend and purchased $450 worth of chain break announcements on WDWS Champaign for a two-day saturation campaign. The two-day sale, also promoted with newspaper space, sold 78 new cars. This was fine, but it posed a new problem: what to do with the used cars accepted as trade-ins. This was easy to answer: use of another saturation chain break announcement campaign on WDWS, which disposed of 38 used cars over a single weekend.

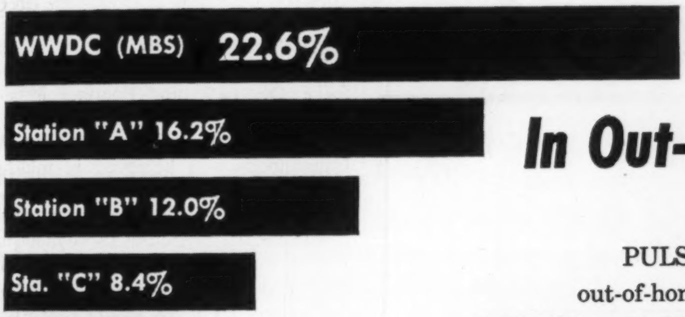
**TO CELEBRATE** its third anniversary as a Chattanooga, Tenn., Ford agency, Bert Brown Motors used a three-day saturation campaign, Aug. 28-30, with 35 spots per day, run of schedule, on WDOD in that city. The spots, with copy written by the WDOD continuity department, all used two voices; some opened with "Happy Birthday"; others had fanfare. In addition, the auto firm also sponsored a remote disc jockey show from its showroom. Total time costs: $530. Results: sale of 34 1955-model Fords totaling approximately $88,400.

**A YEAR AGO** the Coen Pontiac Co. of Owosso, Mich., was not using any radio. Then, WOAP Owosso persuaded the firm to begin a campaign of five announcements a day, seven days a week. The taped spots, which use music, sound effects and gimmicks in addition to prices, terms and deals, are spread throughout the day, from early morning to late afternoon and cost the sponsor $320 a month. Since starting the use of radio, Coen has jumped to second place in new car sales in a five-state area, figured on a per capita basis. The present campaign, which runs for a year, will be doubled when the new Pontiacs are introduced, according to company plans.

**SATURATION** radio campaign of jingles and reverse-action gimmicks, supplemented with monthly five-hour on-the-spot broadcasts, sponsored by Westlake Chevrolet Co. of Seattle on KOL in that city has achieved quick popularity with the public and set new sales records for the advertiser. When other auto dealers saturated Seattle radio with such gimmicky slogans as "Cross over the bridge," "Drive through the tunnel," "Automobile department store," "Jesse

FIRST!

and not maybe!



The Pulse, Inc. Report: Summer, 1955

In Out-of-Home Audience

This is a survey—not just an opinion.
PULSE made it—this summer—of the huge
out-of-home radio audience in Washington, D. C.
WWDC has this big extra bonus audience locked up tight.
About one-quarter of this entire listening audience sets
its dial to WWDC—and stays there, day and night.
WWDC is dominant 83.5% of the time.
What are *your* plans for *selling* the
*always-rich* Washington market? You can hardly
do without WWDC. Get the whole story about this *sales-producing*
station from your John Blair man.

In Washington, D.C. it's

WWDC radio

Represented Nationally
by John Blair & Company

**MOST FOR MONEY**

What is radio's potential to advertisers?

Answer:

112,400,000 home-hours of listening per day. (Total radio homes times hours of listening per home per day.)

Nielsen Radio Index, March-April, 1955

James rides again" and the like, Westlake countered with "We don't rob banks or defenseless old women," "You don't have to go delirious in a department store," "You don't have to cross any bridges or crawl through any tunnels" and added such affirmative slogans of its own as "The dealingest dealer in the Pacific Northwest." The special showroom broadcasts, on Saturdays from 10:30 a.m. to 3:30 p.m., with KOL disc jockeys, dancing girls, free balloons, etc., and a production man on hand to translate new ideas into sales copy, produced average sales of 40 cars per broadcast. For the six-month period, March through August, Westlake Chevrolet sales have increased 41.3% over the same period of 1954. Expenditures on KOL have averaged $1,000 a month.

**TO MEET** the "announcement day" of a rival auto dealer, Cherry Motor Co, Rock Island, Ill., Pontiac and Cadillac dealer, last November bought a saturation spot campaign of 27 announcements, all that were available that day, on WHBF Rock Island. The success of this one-day radio venture was such as to encourage the advertiser to continue with a lighter daily schedule on the station. Then, in February, the advent of his 20th anniversary sale enabled WHBF to sell Cherry Motor Co. a sustained saturation campaign, lasting from February 27 through June 7, with 23 spots a day, Sunday through Saturday. Since then the auto dealer has continued with a light schedule, planning to resume the saturation spots in November. In a letter to the station, L. E. Rizor, general manager of Cherry Motor Co., reports: "We estimate an increase in sales of about 10% over the previous year when we were not employing such a campaign, and at the same time we have effected an increase in our advertising expenditures of only about 3½%."

**A FIVE-MINUTE** program, *Spotlite on an Auto,* taped on the used car lot of Way-Dencoyer Chevrolet and broadcast four times a day on WTVB Coldwater, Mich., at a monthly cost of about $500, has doubled the used car retail volume of the company, which now wholesales nothing in the used car line except the "iron" left over at the end of the last trade, turning the used car business into a profit instead of a loss for this dealer.

**PERSONALIZED** announcements, incorporating the taped voices of its salesmen, placed on a schedule of 10 spots a day, seven days a week, on WHMP Northampton, Mass., increased business over six months for Blyda Ford Sales to the point where it kept 10 salesmen busy almost around the clock, producing 395 new car sales for a total radio expenditure of $4,520.

**SALE OF 145** new Pontiacs in a single week as the result of a saturation campaign of spots and programs on WFBM Indianapolis was achieved in mid-July by Hedges Pontiac Co. in Indianapolis. The radio schedule included 50 one-minute announcements, broadcast throughout the day and evening; remote originations of the station's three-hour afternoon disc jockey show (2-5 p.m.) from the dealer's showroom on Thursday and Friday and a special remote on Saturday morning; a one-hour live-talent show, which originated from the showroom Thursday, Friday, Saturday at 7-8 p.m. Total cost to the advertiser was $2,691. As a result of this one-week campaign, the Hedges organization has signed a 52-week contract for 1,000 announcements with WFBM, plus three additional remotes and 13 five-minute programs.

**USING** one announcement a day on KFRO Longview, Tex., the W. C. Barrow Used Car Lot in one month's time sold $4,000 worth of used cars.

**LATE LAST FALL** Bob Arnold Motors, Birmingham Ford dealer, concentrated his new car advertising on WVOK Birmingham, buying two 15-minute segments of a personality show per day, mid-morning and mid-afternoon, Monday through Saturday, plus four quarter-hour segments, approximately an hour apart on the station's all-Sunday-afternoon personality program. Arnold's immediate spurt in sales inspired another Ford dealer, O. Z. Hall in North Birmingham, to emulate his competitor and buy another WVOK personality show for two 15-minute segments a day, Monday through Friday,

SUNDAYS—MONDAYS and ALL DAYS

WOLF

has a lion's share of audience

| | | |
|---|---|---|
| Sundays (daytime) | 32.6% | 1st Place |
| Monday thru Saturday | WOLF share of audience | |
| Mornings 8 A.M.-12 noon | 16.9% | 2nd Place |
| Afternoons 12 noon-6 P.M. | 33.3% | 1st Place |
| Evenings 6 P.M.-10:30 P.M. | 29.7% | 1st Place |

RATING for RATING • RATE for RATE
in CENTRAL NEW YORK it's

**FREE** . . . Get the whole story (Spring 1955) covering home-auto-store listening, 4 and 8 year trends, TV operating hours. Included are the basic market facts on population, labor force, industrial work hours, automobiles, telephones, and monthly sales comparisons. Ask for your copy of The Syracuse Inside Story.

WOLF

Van Rensselaer and Kirkpatrick Streets
Syracuse, N.Y. Phone 2-7211
1490 K. C. 250 Watts
ON THE AIR—6:00 A.M. to 2:00 A.M.

NATIONAL SALES REPRESENTATIVES—THE WALKER COMPANY

plus the station's hour-long weekly live talent *Dixie Jamboree,* which he moved to his showroom. Rivalry between the dealers was taken up by the personalities who fanned listener interest with an on-the-air "feud." Ford Motor Co. records in Atlanta now show these two dealers leading in sales for the entire district. Success of the two Ford dealers has brought Kirksey Motors (DeSoto-Plymouth) to WVOK with a daily 15-minute strip at 12:45-1 p.m., Monday-Friday, and 7:30-7:45 a.m. Saturday, and Al Dement Chevrolet Co., using week-end saturations of 10 one-minute announcements on Thursday and Friday and five on Saturday, bringing WVOK's total local auto time sales to over $6,000 a month, exclusive of talent.

**FOMERLY** a non-believer in radio advertising, the Sam Fleming Buick Co., Fort Worth, Tex., six months ago bought a 70 spot saturation plan on KFJZ there. Results were so astounding, according to the firm, that "there have been but few days since the beginning" that it hasn't utilized the station for promotion and car sales. The firm claims to have done more than $2.5 million business and delivered 1,100 cars during that time. In a recent two week period utilizing only KFJZ to advertise, the firm sold more than 75 cars in one week-end.

**WHEN** the Eager Beaver used car lot in Beaumont, Tex., went into business it bought 12 announcements on KJET there. During the first week the lot sold all 12 cars that it had at an average price of $225. Every week KJET has been credited with selling at least three or four automobiles off this lot.

**TO GET RID** of an overstock of used cars, Pinney & Toplift, Dodge-Plymouth dealer of El Centro, Calif., bought a three-day package on KXO El Centro, including an hour and a quarter on Thursday and Friday, broken up into five different programs, and all available time (about five hours) on Saturday, at a total cost of $210. "We put the dealer himself on the microphone, along with his sales manager and staff of salesmen," KXO reports. "There was some patter between our announcer at the station and the salesmen, broadcast directly from the used car lot. The result was the sale of 14 used cars, whereas the average is three to four over the three-day period. The value of the 14 cars sold was approximately $12,300. He stayed open all day Sunday and, in addition, sold seven cars, valued at $6,300, more than three times the Sunday average."

**TWENTY-ONE** automobiles sold by 20 one-minute announcements. That's the story of Sagner Motors, Nash dealer, and KPOJ Portland, Ore. Live announcements were used, four a day over a five-day period, predominantly between 7 and 8 a.m. and 4 and 6 p.m. The campaign cost $160. It resulted in the sale of 13 new cars and eight used cars, counting only those sales which were attributed directly to radio.

**ANOTHER** automobile success story is reported by another Portland station, KXL. This is not a one-day or one-week campaign, but one that has continued for a full year, since last September. The advertiser, Corder Motors, is the Oldsmobile dealer in Vancouver, Wash., directly across the Columbia River from Portland. His campaign consists of announcements on all KXL disc jockey shows, always accompanied by the strains of "Cross Over the Bridge," costing Corder overall about $450 a month. These announcements have persuaded so many people to cross over the bridge that Corder's sales are greater than the two Oldsmobile dealers in Portland, whose 375,000 population is five times that of Vancouver.

**PORTER PONTIAC CO.,** Fort Worth distributor, was finding business slow following an influx of volume auto sales outlets in the city in the spring. So Porter bought a one-week, 40-spot saturation package from KNOK Fort Worth, using straight commercials which told the public that this was an old

## NETWORK BARGAIN

What about the new patterns in network timebuying?

Example: 5-minute news show, 3 times nightly, 4 nights a week (one advertiser).

Homes Reached: 8,484,000 in 4 weeks, or 18.5% of all U. S. radio homes. 3,926,000 of these are tv homes; 4,558,000 are non-tv homes.

Total Monthly Cost: About $45,000—less than the cost of a single nighttime tv broadcast.

Nielsen Radio Index

✓ STILL YOUR BEST BET

WIN WIN WIN
Bluegrass
$10 TEN DOLLARS $10
WLAP
No 1 ONE
Sweepstakes Race
630 KC
19 SEPT 1955
WIN WIN WIN

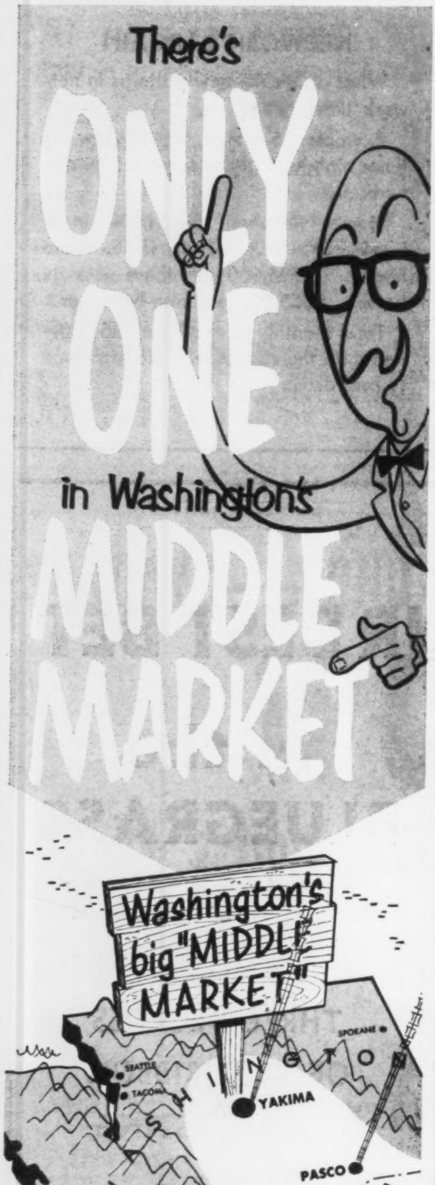
in the
BLUEGRASS
COUNTRY
AFTER MORE THAN
THREE DECADES
OF BLUE RIBBON
BROADCASTING

KENTUCKY'S OLDEST AND MOST POWERFUL REGIONAL

5000 WATTS **WLAP** 630 KC

(Licensed Sept. 15, 1922)

RADIO BUILDING
LEXINGTON, KENTUCKY



**Here's a rare television buy. A big, booming market completely isolated by mighty mountains, separated by miles from the state's two other population centers and served *only* by KIMA-TV with its satellite KEPR-TV. For the fabulous facts and figures on this important segment of the Pacific Northwest contact our representative—he's got 'em . . . you need 'em.**

**KIMA-TV**

YAKIMA with its Satellite

**KEPR-TV** PASCO

NATIONAL REPRESENTATIVES: WEED TELEVISION

PACIFIC NORTHWEST: MOORE AND LUND

established firm which had autos for sale at a fair price but with no gimmicks such as free elephant rides. That was the best week Porter had had in months, with 22 Star Chief Pontiacs sold before it ended.

**A THREE-DAY** saturation campaign on KWTO Springfield, Mo., using $278 worth of announcements broadcast between 8 a.m. and 8 p.m. on June 29, 30 and July 1 this year, resulted in the sale of more than 50 new Ford cars over the Fourth of July weekend for Fellini-Dukewits Inc., Springfield Ford dealer. Announcements were written in ballyhoo style by KWTO's continuity editor.

**ANOTHER** radio saturation success story in the automotive category comes from Beckley, W. Va. Duncan Catron Motor Co., Dodge-Plymouth dealer, purchased a day-and-a-half saturation campaign (60 spots) on WJLS Beckley for $130 and sold 17 used cars of which seven were specifically requested through the name of WJLS. One car, a 1950 Chrysler, was sold in three minutes by Joe Gries, former owner and announcer for WJLS.

**TO ADVERTISE** a one-day sale last spring, Koerner Motors, largest Mercury-Lincoln dealer in Rochester, N. Y., began its radio schedule two days before its newspaper ads, airing thirty-five 20-second run-of-schedule spots on WVET Rochester and selling eight new Mercuries before any other advertising broke, all directly traceable to the radio announcements, a volume of $24,000 for an expenditure of $105. The next two days, when WVET spots continued in conjunction with the newspaper space, were the biggest in the company's history.

**HOW DOES** radio work? Sometimes like this, from a letter written to WKBS Mineola, N. Y, by the used car manager of Bay Pontiac Inc., Manhassett, N. Y. "After just two spots we had an immediate response when a customer from Syosset, which is normally way beyond our scope of operation, came in to the showroom and asked to see the car which we advertised over WKBS at 7:40 that morning. Suffice it to say, he bought the car and a profitable deal only because we reached him through your medium . . . I might also add that the costs are negligible for the results accomplished."

**A REGULAR SCHEDULE** of the morning newscast, 7:45-8 a.m., plus two announcements a day on KLWN Lawrence, Kan., is used by Morgan Mack Motor Co. of that city, which also, about once a month, tells KLWN to "schedule an announcement wherever it can be used to good advantage." Last such promotion of 10 newscasts and 80 announcements (at a total cost of $203) produced the biggest 10-day period in the firm's 11 years, with new car sales 250% of quota, new truck sales 175% of quota and used units 177% of quota. The station quotes the motor company's president, L. E. Morgan, as follows: "My sales staff makes two-thirds of our sales. KLWN makes the other third."

## COUGH REMEDY

**A COUGH REMEDY** was advertised for three months, December 1954 through February 1955, with five spots a day, Monday through Saturday, on WHKY Hickory, N. C., by a local wholesale house. Total sales of 25,000 bottles at $0.75 each, or $18,750, were reported by the advertiser who spent $850 for the announcements on WHKY, the primary medium used.

## DAIRY

**JUVENILE AUCTIONS,** with paper carton point tabs torn off the top of milk cartons used as currency, has built in-store sales to the saturation point and has increased home deliveries for a local dairy of Clinton, Iowa, which for 14 months has sponsored the auctions, broadcast Saturday mornings, 10:30-11, on KROS Clinton. At the last program, when a boy's bicycle was auctioned off, more than 1,000 children filled the theatre to capacity and more than two million points (at one point for each quart of milk) were taken in on that single auction. Overall sales have risen over one third in total volume.

### COMPLETE COVERAGE

How does radio compare with tv in its ability to cover the U. S.?

The ownership-coverage story as of July, '55:

| | Per cent of all homes which could be reached by: Television | Radio |
|---|---|---|
| In the Northeast | 90% | 97% |
| In the East Central | 78 | 96 |
| In the West Central | 67 | 97 |
| In the South | 52 | 95 |
| In the Pacific | 70 | 96 |

Significance: In the Northeast, you can reach almost as many homes with a tv show as with a radio show, assuming you can buy maximum facilities. But in the South, almost half of all homes can't be reached by tv; a radio show, however, can theoretically get into all but 5% of southern homes.

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## DEPARTMENT STORES

**THE GREATEST SALE** the town has ever known. That's the description of the July Clearance Sale of Leggett's Department Store of Wytheville, Va., advertised with a saturation spot campaign broadcast the week preceding the sale on WYVE Wytheville. "The first day of the sale, the streets were congested with people," the station reports. "The sidewalk traffic was so great that it was almost impossible to walk up the street." The store's income was "increased greatly at a small cost of $300 for radio advertising."

**HALF-DAYS** are apt to be bad business days for department stores. That's as true in Toccoa, Ga., where the stores close Wednesday afternoons, as anywhere else. But Belk-Gallant Co., the city's largest department store, has found a way to pack customers in on Wednesday morning through its "Wednesday Morning Radio Specials," advertised only on WLET Toccoa. Punchy, hard-selling announcements—three on the store's *Parade of Stars* program on Tuesday, an additional spot on Tuesday evening and two early morning spots on Wednesday, about $10 worth of time in all—giving descriptions and prices of the radio specials, keep the store filled that half-day week after week, sometimes to the extent that the store managers had to wait on customers themselves, WLET reports.

**LOVEMAN'S INC.**, large Chattanooga department store, took a single morning announcement on WDEF of that city to advertise men's slacks, with no other advertising used. Results: sale of 53 pairs, $477 worth. Cost of the announcement: $7.

**CELEBRATING** its eighth birthday with an anniversary sale this August, People's Department Store of Port Angeles, Wash., bought 24 five-minute store-originated programs daily for four days, plus 35 to 50 announcements a day for 10 days on KONP Port Angeles. The programs were broadcast every half-hour, 9 a.m. to 9 p.m.; the announcements ran from 6:45 a.m. to 10:30 p.m. Announcement copy opened with an identifying jingle and lead-in produced and transcribed by the station. Programs, featuring a continuing "mystery sound" contest, advertised a line of major appliances. In four days, the firm sold 55 refrigerators, ranges, freezers, dryers and washers, which, says KONP, "may well be a record in a town of 12,000 population." First-day sales totaled $25,000. Overall volume was the greatest for any 10-day period in the store's eight-year history, including pre-Christmas seasons. The KONP saturation schedule cost $1,866 for the full 10 days.

## FEED STORE

**STUART FEED STORE** used a package of eight announcements in one week over WSTU Stuart, Fla. (cost, $11.50), inviting listeners to bring in a sample of their well water for analysis. With a home market of only 3,000 in the station's area, 45 persons responded, 42 of whom said that radio had brought them in.

## FRUIT PICKERS

**TWO ANNOUNCEMENTS,** broadcast at 6:55 a.m. on Wednesday and Thursday, on WHYL Carlisle, Pa., asking for fruit pickers at the C. A. Lehr Orchards of Linglestown, Pa., brought so many pickers that some had to be turned away. So impressed was Mr. Lehr with the power of radio—and WHYL—that when he wanted to advertise a cattle sale, he cannily confined his advertising expenditure to a single announcement.

## FURNITURE STORES

**THE PROBLEM:** To convert Shepard Furniture Co. of Austin and Corpus Christi, Tex., from a user of full-page color ads in newspapers to a radio advertiser. The solution, as devised by KTXN Austin: a "full page" of radio, i.e., sponsorship of all time avail-

**so you're interested in**

**STATION**

**PROMOTION!**

Being the dominant station in the Wheeling-Steubenville Market by every accepted method of audience measurement, we could sit back on our laurels, but, because we believe a good TV program will do a better job for the advertiser if properly promoted, we give our advertisers every possible assistance,

resulting in this remarkable record:

**1. OCTOBER, 1953**
**WTRF-TV** came on the air.

**2. MARCH, 1954**
**Runner-Up promotion prize** "The Bob Hope Show": Young & Rubicam for General Foods.

**3. APRIL, 1954**
**First Prize in Nation** for promotion of "The Big Story": Sullivan, Stauffer, Colwell & Bayles for Pall Mall Cigarettes.

**4. OCTOBER, 1954**
**Second Prize in Nation** for promotion of "Lux Video Theatre": Lever Brothers for their products.

**5. NOVEMBER, 1954**
**Runner-Up merchandise prize** for Bulova spot campaign: Biow. Strictly a merchandising award.

**6. DECEMBER, 1954**
**First Prize in Nation** for "Football Forecasts": B.B.D.O. for DuPont Zerone and Zerex. Promotion and Merchandising award.

**7. MAY, 1955**
**First Prize in Nation** for "Lux Video Theatre": Lever Brothers for their products. Promotion and merchandising award.

**8. JULY, 1955**
**First Prize in Nation** for "The Bob Hope Most Beautiful Bride Promotion": Bureau of Industrial Service for General Foods.

WTRF TV
channel 7

***In every case there were more than 75 stations competing for these awards.***

And WTRF-TV has conducted some other outstanding local projects: "Annie Oakley Shooting Match," "Clarabell the Clown Promotion," "Spring Fashion Parade," "The Fairmont Story," "Wheeling Old-Fashioned Bargain Days Event," "Better Homes Shows," "Wild Bill Hickok Shooting Match," etc.

When planning any TV program, consider WTRF-TV's dominance; its aggressive promotion and merchandising know-how; its 316,000 watts—truly the BIG station in a rapidly growing Billion Dollar Market. For availabilities, call Hollingbery or Bob Ferguson, VP and General Manager, Wheeling 1177.

WTRF TV
channel 7

**WHEELING, W. VA.**
NBC/ABC
316,000 WATTS

● **Equipped for network color**

*proof positive*

**WCUE**

*now* **FIRST**

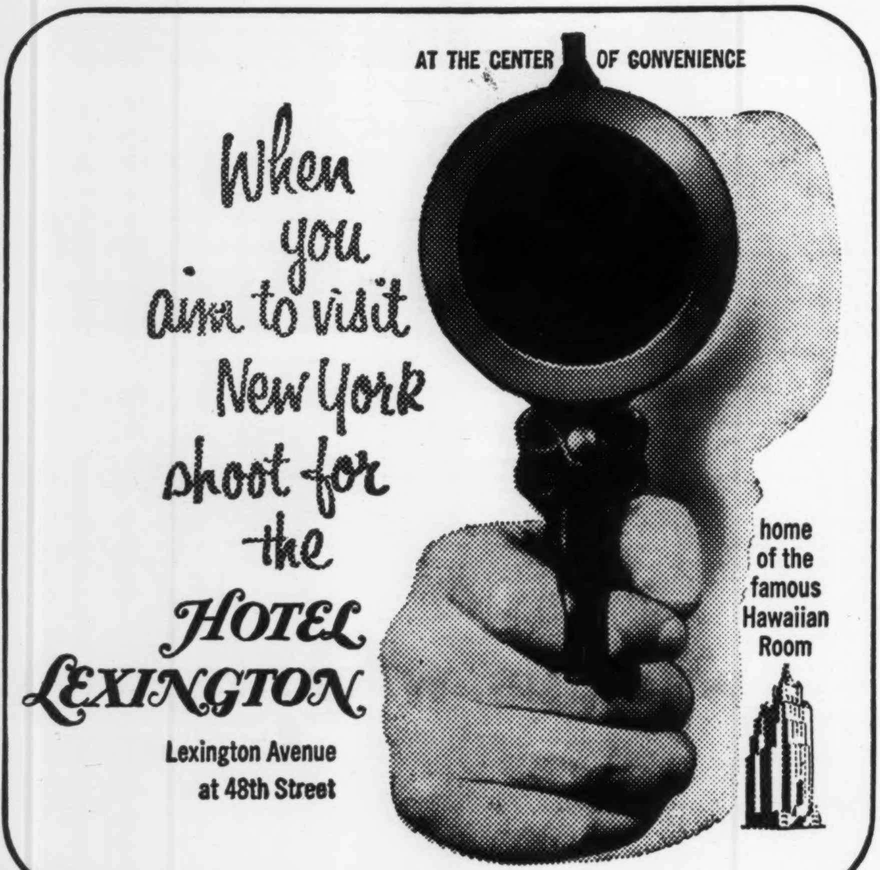
*in* **AKRON**

*latest Hooper ratings*
March-April 1955

| SHARE OF RADIO AUDIENCE | Mon. thru Fri. 8:00 A.M.-12 Noon | Mon. thru Fri. 12 Noon-6:00 P.M. |
|---|---|---|
| WCUE | 32.2 | 32.7 |
| Station B | 29.5 | 28.3 |
| Station C | 27.0 | 21.6 |
| Station D | 4.2 | 9.3 |

**Wcue** . . . Akron's only Independent—we're home folks.
TIM ELLIOT, President

John E. Pearson Co., National Representatives


AT THE CENTER OF CONVENIENCE
When you aim to visit New York shoot for the
HOTEL LEXINGTON
Lexington Avenue at 48th Street
home of the famous Hawaiian Room

## AUDIENCE ON WHEELS

What's the Auto-Plus—the ratio of automobile radio listening to in-home listening?

**Answer:**

As high as 64% nationally. During June at 8:30-8:45 p.m. (NYT) Saturdays, 64% as many families used car radios as used home radios. This meant a total of 1,743,000 families using car radios.

A. C. Nielsen Co.

able on the station for a weekend. The preparation: as thorough as if the job had been artwork and layout instead of programs and announcements. The cost: $500, including 20 teaser announcements used the day prior to the sale. The results: By 10:30 the next morning enough merchandise had been sold to cover the entire cost of the promotion; in all, $10,000 worth of goods were sold during the weekend. The sponsor was so pleased he duplicated his initial radio buy to continue the sale an additional week, achieving the same result. He has since repeated the promotion on KTXN and is now a firm believer in radio.

**FOR A TOTAL** investment of $3,884 in one minute spot announcements on daytime KANV Shreveport, La., an unidentified local furniture and appliance dealer, during a three-month campaign, received direct response of $46,000 in new business. Spots were scattered throughout the day's schedule.

**AFTER** its initial venture on radio and KLIF Dallas on a continuous basis, Smith Furniture Co. found the results "very gratifying." Sales for the first quarter of 1955 were up 62% over the same 1954 period.

**RADIO** and WFIW Fairfield, Ill., were found by the Howrey Furniture Co. to be very successful vehicles for pushing merchandise, particularly bedroom suites. Howrey spent $270 on WFIW in 30 days, running 90 one-minute spots and 150 ten-second spots offering bedroom suites at an exclusive sale price. A total of 56 suites at $170 each was sold during the campaign (a dollar volume of $9,520). Spots were run from 6 a.m. to 6 p.m., Monday through Saturday.

**DAY IN,** day out, seven days a week, 365 days a year, Woods Furniture Stores of Stephenville, Tex., sponsors a quarter-hour noontime show on KSTV in that city at a cost of $2,160 for the year. There are three commercials on each broadcast, partially ad libbed. Results: sales up 31% and still climbing; the original store enlarged and a second store opened in the suburbs, with a top week of $12,200 in sales for the sponsor.

## GROCERY

**RADIO COMES** in all sizes, for the smallest local advertiser as well as the largest national account. WJER Dover, Ohio, sends the following report on how radio can help a small business build. "Collin's Market is a small—was a small fruit stand, three miles from the center of New Philadelphia, our

HAPPY BIRTHDAY

## Standard SHORTY-TUNES Celebrate their *first anniversary* with a

# BIG RATE REDUCTION!

**STANDARD**
**SHORTY-TUNES**
Monthly releases of 20 current and standard pop tunes—each averaging only . . . 1¼ Minutes

One year ago SHORTY-TUNES introduced a much needed new service to radio stations. Response was immediate and enthusiastic. Volume has reached the point where substantial savings can be passed on to our customers.

The new reduced monthly price for the entire release of 20 SHORTY-TUNES will be only $8.50, effective immediately.

**Shorty-Tunes Present Outstanding Instrumental Talent**—During the coming months, Shorty-Tune recordings will be made by some of the greatest names in the popular music world. Such as Billy Mills, Barbara Caroll, and Johnny "Scat" Davis, in addition to the impressive list which already includes Lawrence Welk, Russ Carlyle, Buddy Cole, Ray Pearl, David Le Winter and many others.

**A Service Tailored to Fit into Tight Program Schedules**—Every month SHORTY-TUNES releases ten top pop tunes and ten outstanding standard hits—twenty selections in all—recorded by top recording bands and combos. Tunes average only 1¼ minutes in length. Allows you to squeeze in that precious extra minute you need for an extra commercial and better programming.

## NO CONTRACT REQUIRED—BUY OUTRIGHT—FOR ONLY $8⁵⁰ A MONTH

**A Post Card Order Today Will Start You Off**—Find out how Shorty-Tunes can save money and make money for your station. Simply drop us a card telling us to send you the current release as a trial for only $8.50.

**STANDARD**
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

Only 4

STATIONS

are powerful enough
and popular enough
to register audiences
in radio survey ratings
of both Los Angeles
and San Diego.

Of these top four,
KBIG is

- #1 In San Diego
- #3 In Los Angeles
- the only independent
- the least expensive
- the lowest cost per thousand listeners

Any KBIG or Robert Meeker Account Executive will show you the documents.

KBIG
The Catalina Station
10,000 Watts
740 ON YOUR DIAL

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Hollywood 28, California
Telephone: HOllywood 3-3205
Nat. Rep. Robert Meeker & Assoc. Inc.

### TRAFFIC JAM

When is the peak period for national auto radio usage?

Answer:

In June, it was Sundays at 5:00-5:15 p.m. (NYT) with 2,590,000 families using car radios. This represents a bonus of 51% to the in-home listening level at the time.

A. C. Nielsen Co.

neighboring town. Two years ago Christmas he advertised Christmas trees—sold out. Started a schedule of three spots a week. For a year he has been on a consistent schedule of 20 spots a week, earning our end rate of $1.87, and has consistently paid us $40 per week on a cash weekly basis, or $2,080 for the year. His store is now a small supermarket and still growing, all through WJER. Uses saturation spots, five on Monday, five Thursday, 10 Friday. Runs same early morning to late afternoon."

**BEFORE BEGINNING** its sponsorship of three five-minute news programs six days a week on KDEF Albuquerque, Mike's Super Market was advertising via newspapers and handbills and grossing about $7,000 a week, an average for 16 weeks following the opening of a big new store. After 26 weeks of newscast sponsorship and without use of handbills, newspapers or other advertising, Mike's gross had increased to $11,000 a week. Cost of the KDEF campaign: about $500 per month.

**CANNED PEACHES** were advertised by H. Traub's Sons, Savannah wholesale grocer, on its participations on the *WSAV Party Line* morning program on WSAV Savannah. Broadcast Monday-Friday, 9:30-9:55 a.m., the *Party Line* features music, a daily quiz question and telephone calls to listeners. Traub's five participations during the first week it used the program advertised canned peaches and pointed up one test score. The only other advertising was a point-of-sale display. Up to the use of radio, this test store had sold two cases of canned peaches a week on the average. During the radio test week, the store sold 18 cases of the same brand of peaches.

**PLANNING** a close-out sale for July 14, 15 and 16, Nossetts Friendly Grocery of Princeton, Ind., contracted for 10 spots a day on WRAY Princeton, starting around noon on July 13. By midafternoon the store was sold out of many items. (The sale was not scheduled to begin until the next morning.) By the end of the 14th, first actual day of the

### PASSENGER LIST

How many listeners per car radio in use?

Answer:

As high as 3.4 listeners per set, Sundays at 6-9 p.m.

As low as 1.4 per set, weekdays at 3-6 a.m.

A. C. Nielsen Co.

NEW ▶ KBIF
NOW FRESNO'S #1
RADIO STATION

One year ago, Conlan's annual Fresno survey showed KBIF the #6 station. Summer 1955...

NEW ▶ KBIF... most popular of all seven stations. Today KBIF holds one-fourth of the morning audience...one-fifth of the afternoon and evening tune-in...22.1% average sunrise-to-sunset. The next three stations cluster at 16%; the other three, lower.

Fresno Radio reveals a NEW LOOK with NEW KBIF:

NEW ▶ PROGRAMMING centered on The Big Four Disc Jockeys—Dave Maxwell, Bill Barnard, Bob Ulrich, Jim Bailey—with "Music You Like, and Just Enough News, All Day Long."

NEW ▶ STUDIOS moved to lobby floor of Hotel Californian, center of Fresno business and social life.

NEW ▶ TOWER...400-foot center-loaded, output upped 20%, with transmitter moved to Fresno site of top conductivity.

NEW ▶ COVERAGE of over a million people in eight rich San Joaquin Valley Counties.

NEW ▶ PROMOTION in outdoor spectaculars, newspapers, theatres, on-the-air.

*Check your KBIF or Robert Meeker contact for the full story on the NEW KBIF.*

FRESNO'S GREATEST INDEPENDENT
900 kilocycles
1000 watts
KBIF
JOHN POOLE BROADCASTING COMPANY
General Offices Californian Hotel
Fresno, Calif. • *Telephone:* Fresno 6-0791

COLO.
KANS.
MO.
N. MEX.
TEXAS
LA.

# WOAI

## "Radio South Texas"

You need BIG coverage for BIG South Texas. That's why you need BIG WOAI clear channel radio. With this single advertising "buy", you get effective metropolitan coverage PLUS your share of South Texas' millions in retail sales.

Put that fall schedule on WOAI "Radio South Texas", the only full time 50,000 watt station in San Antonio. For 32 years, "clear channel 1200" has been the voice of great South Texas.

### DAYTIME

| Texas Counties | Percent Coverage | Population | Families | Retail Sales |
|---|---|---|---|---|
| 61 | 50-100% | 1,580,700 | 416,100 | $1,471,447,000 |
| 125 | 10-100% | 2,872,000 | 766,000 | $2,862,834,000 |

In the daytime, WOAI also covers 14 counties in New Mexico, 3 in Colorado, 6 in Arkansas, 5 in Louisiana, and 4 in Oklahoma.

### NIGHTTIME

| Texas Counties | Percent Coverage | Population | Families | Retail Sales |
|---|---|---|---|---|
| 72 | 50-100% | 1,636,400 | 434,700 | $1,549,036,000 |
| 171 | 10-100% | 3,117,700 | 1,007,700 | $3,530,586,000 |

At night WOAI also covers 30 counties in New Mexico, 13 in Arizona, 21 in Colorado, 37 in Kansas, 42 in Arkansas, 21 in Mississippi, 2 in Alabama, 5 in Illinois, 35 in Louisiana, 15 in Missouri, 11 in Nebraska, 27 in Oklahoma, 3 in Utah, and 4 in Wyoming.

**No other single South Texas medium can reach so many people, so many times, for so little money. For BIG South Texas—it takes BIG WOAI!**

All market and coverage statistics are from Sales Management's Survey of Buying Power, 1955, and SAMS, 1952. For complete coverage and market data, write WOAI or ask any Petry man for your copy of the "1955 Coverage and Market Story" of WOAI "Radio South Texas", NBC in San Antonio.

***Represented nationally by***

**EDWARD PETRY & COMPANY, INC.**

CLEAR CHANNEL · 50,000 WATTS
WOAI
SAN ANTONIO

SOLD
DOWN THE RIVER
UP THE RIVER
ACROSS THE RIVER
When Advertised on WOC-TV

**WOC-TV** ***Sells*** **. . . because it offers the advertiser:**

- 39 Iowa-Illinois counties with a population of 1,558,000.*
- 39 Iowa-Illinois counties with 481,700* families, 62% of which have TV sets (as of January 1, 1955).
- 39 Iowa-Illinois counties with an annual Effective Buying Income of $2,455,303,000.*
- 39 Iowa-Illinois counties that spend $1,800,717,000* a year in retail outlets.

**WOC-TV** ***Sells*** **. . . because it offers the advertiser:**

- Maximum power—100,000 watts video—transmitted over a 602-foot-high antenna system on Channel 6.
- Basic NBC programming plus market-WISE local programming.
- A responsive audience that sent this station 157,422 pieces of program mail in 1954—82 per cent of which was in response to local, studio-produced programs.

**WOC-TV** ***Sells*** **. . .**

because its 6 years of telecasting experience make it *the channel that is watched* throughout the Quint-Cities area. To find out more about what WOC-TV offers the advertiser, write us direct or contact your nearest F & P office.

* 1955 Sales Management "Survey of Buying Power"

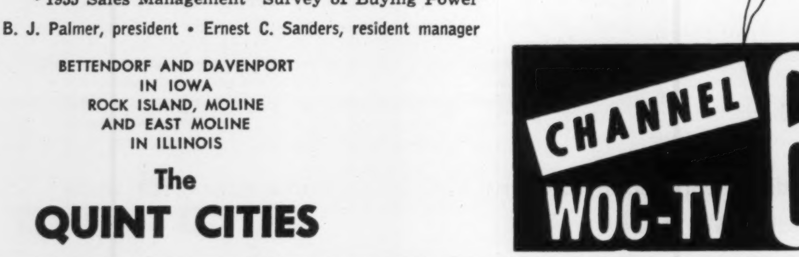
Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

BETTENDORF AND DAVENPORT
IN IOWA
ROCK ISLAND, MOLINE
AND EAST MOLINE
IN ILLINOIS

**The**
**QUINT CITIES**

CHANNEL 6
WOC-TV

*An additional dollar's worth of product promotion for every advertising dollar.*



. . . one equals two on **WLW**
RADIO

*. . . a distinguished member of the Crosley Group*

Exclusive sales offices: New York, Cincinnati, Dayton, Columbus, Chicago, Atlanta, Miami

### HOME AUDIENCE

How much radio listening is done per home?

Answer:

2 hours, 27 minutes per day.

In radio-only homes the total is 3 hours, 43 minutes per day.

In tv homes, the total is 1 hour, 55 minutes per day (in addition to 5 hours, 5 minutes per day of tv viewing).

Nielsen Radio Index, March-April, 1955

advertised three-day sale, it had to be concluded because the entire stock of groceries was gone and there was nothing more to sell. "The store owners were too busy waiting on customers to talk to the newspaper ad man and we lost 30 spots that were scheduled to run on July 15 and 16," WRAY reports, commenting, "Sometimes, maybe, you can be too effective."

**USING ONLY** WLPO La Salle, Ill., the Walnut Cheese Co. jumped its sale in four months from 925 pounds to 2,400 pounds of cheese weekly. Walnut sponsors *Recipe Roundup*, a 15-minute, 3 times weekly program, on which stress is placed on the uses of various cheeses, how to keep cheese fresh and background material about various types of cheeses. Ad lib copy is used, recorded by the firm's two cheesemakers, Swiss accent and all. Total cost: $32.75 weekly.

**"MOST OUTSTANDING"** is the designation given by Ralph Peters, supermarket owner, to his advertising on WBOW Terre Haute, Ind. He has used a 15-minute portion of *Breakfast With Bill* for two years, appearing on the program himself, telling the prices of good buys for the coming weekend. "My business has increased weekly since I started the program," stated Mr. Peters. "Recently, using WBOW as the only advertising medium, I broadcast a low price on chuck roast. The day it was on the air, volume in the meat department increased by 25%." Cost of the program is $18 per week.

**WITH** a large stock of peaches on hand which earlier advertising had failed to move and which was perishable merchandise that had to be moved fast or else, Harry Collins, proprietor of an open air market at Danville, Va., called Homer Thomasson, farm director of WDVA Danville. The time was 7:15 a.m., Saturday, Aug. 20. Mr. Collins asked for a one-minute spot to be included in the program then on the air, the *Virginia-Carolina Farm Hour*, which Mr. Thomasson conducts Monday through Saturday. By 8 a.m., 100 bushels of peaches had been sold, at $2.50 each, a return of $250 for one $3.50 announcement.

**RADIO,** backed up with point-of-sale displays, is the basis of the "to market, to market" plan originated last April by KTUC Tucson. The station buys display space in the city's supermarkets and wraps up a specific advertising-merchandising promotion in a package of saturation spots and displays for $110 a week. KTUC cites this example of the plan's success: "Crispy Potato Chips report 54% increase in business resulting from the supermarket displays and the KTUC saturation. Crispy signed a new contract calling for an even larger expenditure."

## LAUNDRY

**THE UNEQUAL** distribution of work throughout the week posed a problem for the Home Laundry & Dry Cleaning Co. of Richmond, Ind. All employes were kept busy during the peak periods, but had little to do on the first two days of the week. Turning to radio, Home began running spots on WKBV Richmond each Sunday, Monday and Tuesday, advertising special first-of-the-week service. A year's broadcasting, at $60 a week, has built up the firm's business on the slow days until now the work load is evenly distributed through the week.

## LUMBER YARDS

**LUMBER YARDS** aren't generally thought of as prime prospects for radio time and that was certainly true of the Independent Lumber Co. yards in Montrose, Colo. Then KUBC Montrose went to the managers of the five yards and persuaded them to combine their meager individual budgets and cooperatively to sponsor United Press news bulletins seven times a day, seven days a week. The contract specified no particular time, but spots were used whenever a bulletin or important news flash came over the U.P. wire. One cooperating company, Dioptron, Milwaukee, maker of Big Stinky fly traps, which the stores had stocked with no sales, sold nearly 300 traps through these outlets in 1954, with the Denver dealer running out of stock at least three times during the season (and likely to beat that record this year). The yards also report 20 to 25% increase in sales of Pabco and Luminall paints as a direct result of the bulletin-style ads on KUBC. And, the station notes, the Independent Lumber yards, which formerly averaged less than $60 a month for time, are now spending upward of $250 a month.

## MAIL ORDER

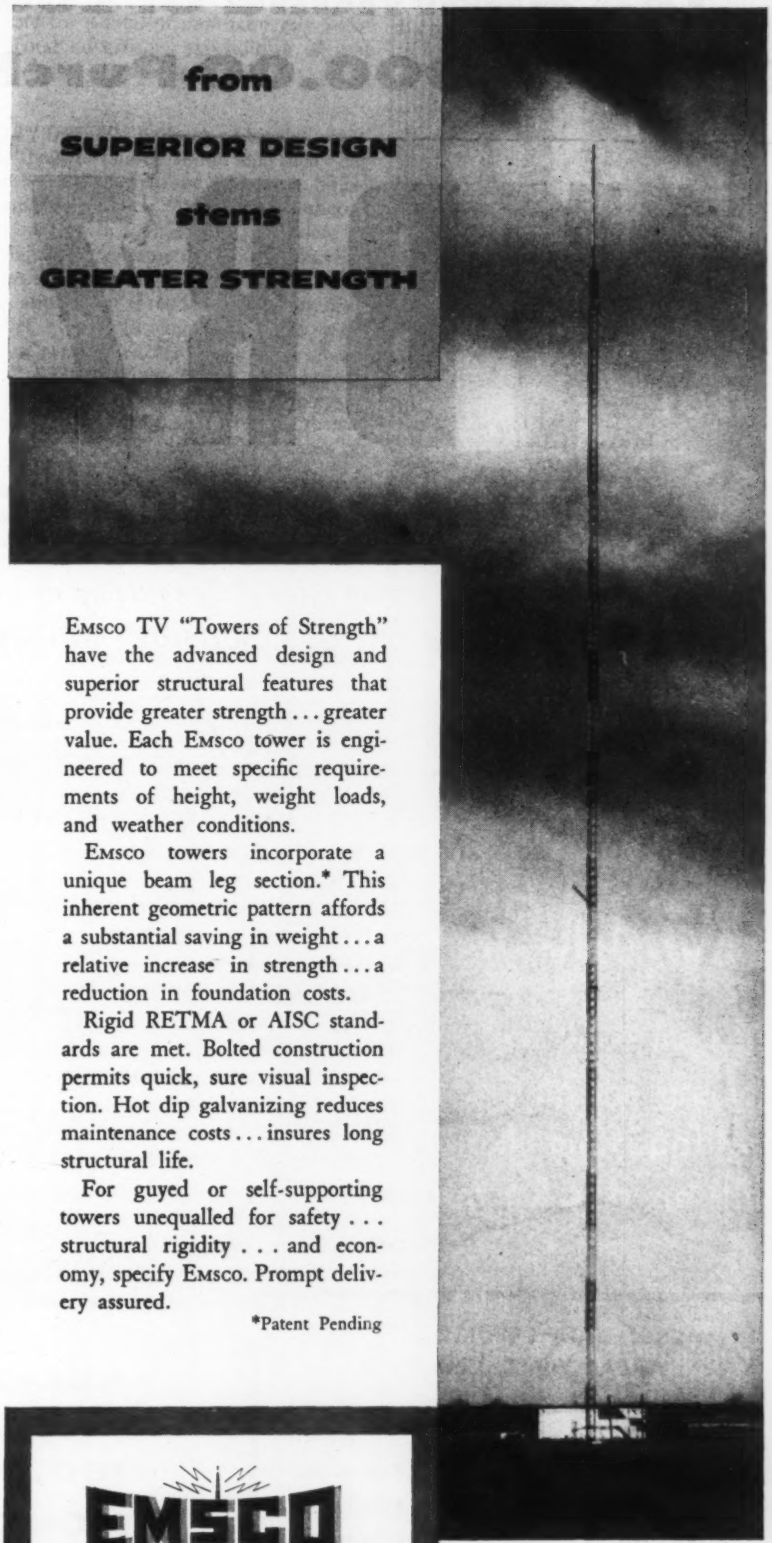
**INVESTMENT** of $3,875 in spot advertising on WGY Schenectady, N. Y., has returned more than $22,000 gross in sales for Stern's Nursery through radio mail selling in 22 weeks. Stern's first purchased five one-minute spots each week at a cost of $125 per week. Since Stern's has no distributors in the WGY area all sales were conducted by mail. The first five spots brought the nursery 118 sales. At the end of 13 weeks there had been 4,478 sales. Sales were so good Stern's doubled its advertising schedule, and at the end of 22 weeks 10,063 sales had been made as a result of the radio advertising.

### LOCAL IMPACT

What can a local radio show do for an advertiser?

Nielsen Station Index New York report for March: 6:45-7 p.m., Mon.-Fri.: WNEW's *Make Believe Ballroom*—187,100 homes per broadcast, 1,012,200 homes per month, 2,226,800 listeners per month times listening frequency of 3.7 times each, or 8,239,200 commercial impressions per month.

•



from

SUPERIOR DESIGN

stems

GREATER STRENGTH

Emsco TV "Towers of Strength" have the advanced design and superior structural features that provide greater strength . . . greater value. Each Emsco tower is engineered to meet specific requirements of height, weight loads, and weather conditions.

Emsco towers incorporate a unique beam leg section.* This inherent geometric pattern affords a substantial saving in weight . . . a relative increase in strength . . . a reduction in foundation costs.

Rigid RETMA or AISC standards are met. Bolted construction permits quick, sure visual inspection. Hot dip galvanizing reduces maintenance costs . . . insures long structural life.

For guyed or self-supporting towers unequalled for safety . . . structural rigidity . . . and economy, specify Emsco. Prompt delivery assured.

*Patent Pending

EMSCO

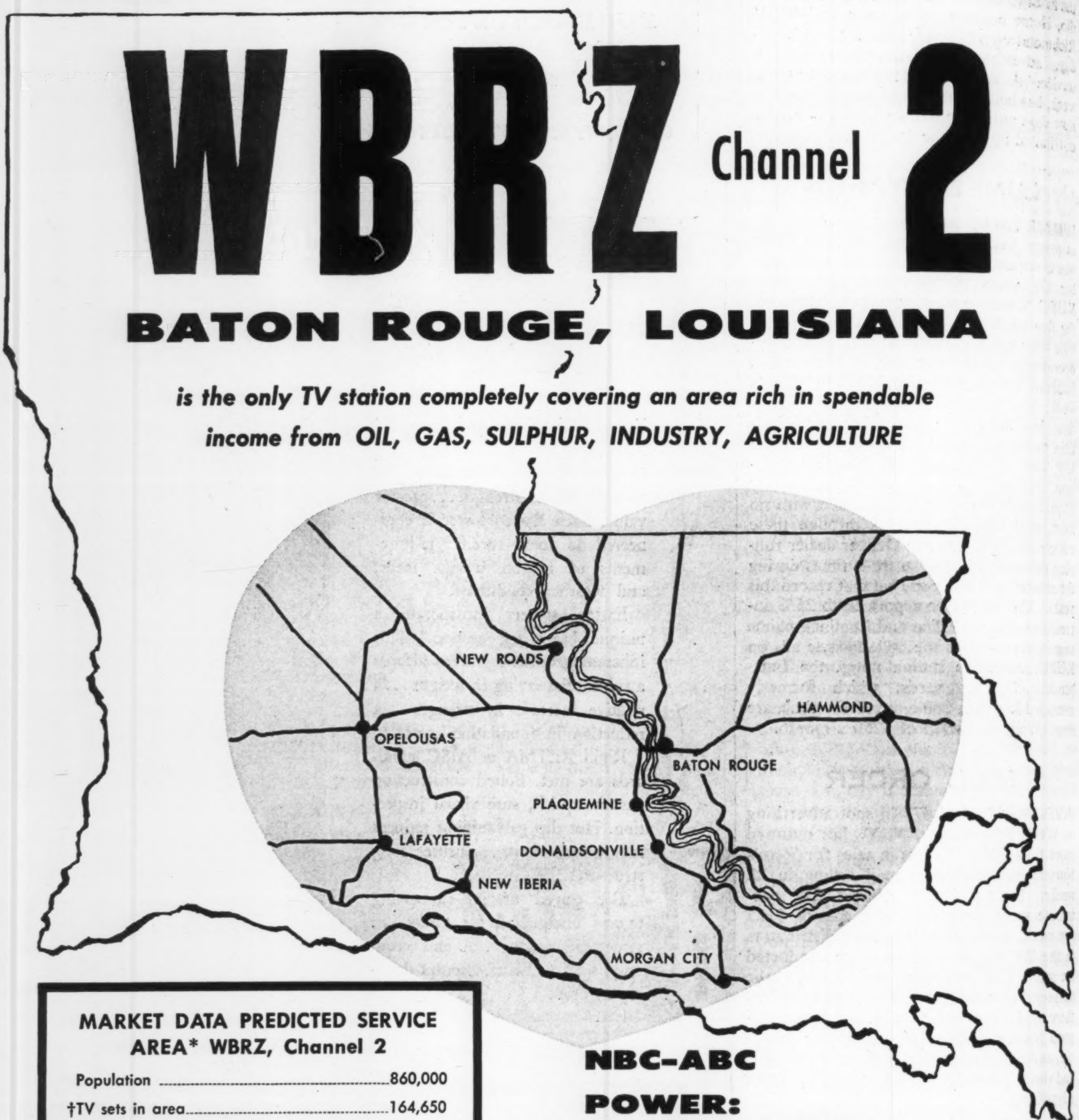
TOWERS OF STRENGTH ®

EMSCO MANUFACTURING COMPANY
Garland, Tex. LOS ANGELES, CALIF. Houston, Tex.
General Sales Offices: Dallas, Texas

Emsco guyed TV Tower over 1000 ft. in height, Great Bend, Kansas

E-216-55

# The Heartland of Louisiana has $899,481,000.00 Purchasing Power!


NEW ROADS
OPELOUSAS
HAMMOND
BATON ROUGE
PLAQUEMINE
LAFAYETTE
DONALDSONVILLE
NEW IBERIA
MORGAN CITY

# WBRZ Channel 2

## BATON ROUGE, LOUISIANA

*is the only TV station completely covering an area rich in spendable income from OIL, GAS, SULPHUR, INDUSTRY, AGRICULTURE*

**MARKET DATA PREDICTED SERVICE AREA* WBRZ, Channel 2**

| | |
|---|---|
| Population | 860,000 |
| †TV sets in area | 164,650 |
| Effective Buying Power | $899,481,000 |
| Retail Sales | $580,937,000 |
| Food Sales | $129,460,000 |
| Automotive Sales | $122,571,000 |
| Drug Sales | $ 16,371,000 |

SOURCE: Sales Management's Survey of Buying Power, 1954

*Class "B" †Television Magazine

**NBC-ABC**

**POWER: 100,000 watts**

**MORE TOWER: 1001 ft. 6 inches**

**Largest TV Antenna in the United States 12 Bays—Channel 2**

*Represented by Hollingbery*

## RETAIL SALES: $580,937,000.00

## MERCHANTS CO-OP

**RADIO GETS AROUND.** It also gets results. Witness the special campaign for "Dixie Bargain Days" sold by KSUB Cedar City, Utah, to the merchants of St. George, Utah, 55 miles south of Cedar City, for the week before Easter. Programs using two one-hour periods per day for seven consecutive days included one-minute announcements for each participating store plus many promotional spots for the sale and the programs. Cost: $684. Results: sales increases ranging from 30% to 78% over the same week of 1954.

**A MAIL-PULL** of 82,000 pieces was achieved by KOEL Oelwein, Iowa, which calls itself "a small station in a small town," in a 13-week January-to-April Birthday Party promotion participated in by 50 northeast Iowa merchants. This was "the maximum number we could take in the allotted time," KOEL reports, noting that the mail response of what was "strictly a mail pull show" was "hailed by all merchants, not only those participating but those who did not participate, as being one of the greatest single promotions in northeast Iowa. . . . The increased volume in business for the merchants who participated was more than satisfactory and all 50 plan to be with us at our next Birthday Party next January."

## OIL PRODUCT

**A FLOOD** of 1,958 cards and letters deluged WKY Oklahoma City after Kato Oil & Grease Co. offered a can of Wanda Household Oil to each listener sending in his name. Kato's brief campaign consisted of a one-minute announcement each day for nine days on WKY's *First Call* program (5-6 a.m.). The responses came from 50 counties and averaged more than 217 responses per one-minute announcement.

## RACES

**WHEN** three days in advance, it was decided to schedule a Jalopy Race for William Grove Park & Speedway on Labor Day, WHYL Carlisle, Pa., was selected as the only advertising medium for the event. The 30 announcements produced a crowd of 12,000 people for the event.

## REAL ESTATE

**THROUGH THE USE** of 80 twenty-second spots on WAIP Prichard, Ala., Town & Country Real Estate there sold 16 three-bedroom homes for a total sale price of $176,000. Other media were used in conjunction with WAIP, but the real estate firm said that the 16 home-buyers had heard about the sale over the radio outlet.

**WHEN** Wiles-Morrison Realty Co. opened a new subdivision outside Huntington, W. Va., with three "sample" houses open for inspection on a Sunday afternoon, WSAZ Huntington sold Wiles-Morrison 10 announcements and a 15-minute taped program, a radio tour of the houses. Six suppliers of building materials or furnishings for the houses also were sold 10 spots each to promote the subdivision and the open house. The day of the open house, all three houses were sold for a total of approximately $45,000. Total advertising expenditure of real estate company and suppliers, $375.

**SUNDAY DRIVERS** will stop to look at a new house they've heard about on their car radios. More than that, they'll buy the house if it suits their fancy. That was the theory that prompted Jack Brightwell, president of the Brightwell Construction Co. of Danville, Va., last February to sponsor a Sunday afternoon campaign of three transcribed tours of a model home plus nine spot announcements. Cost: $92.72. Results: sale of 24 houses, $328,000 worth of new homes. Further result: the company now sponsors a weekly program, *Music for Easy Listening*, broadcast each Sunday afternoon on WDVA.

**A SCHEDULE** of 19 spots per day on KLIF Dallas by the Centex Construction Co. rented 109 apartments after only one week. Centex found the KLIF campaign outpulled newspaper ads better than two-to-one. One day 23 apartments were rented, all coming from KLIF.

**AFTER HAVING** been advertised in the local newspapers for four months, a $10,000 house was sold in two days with the use of 12 announcements on KXGI Ft. Madison, Iowa.

## RETAIL STORES

**TO ADVERTISE** a one-day sale of 600 pairs of slightly irregular men's pants at $1 per pair, the Pants Store of Sylacusa, Ala., took a one-day saturation of 20 spots on WFEB Sylacusa, the day before the sale, Friday, March 18, plus five additional spots run Saturday morning, day of the sale. Within two hours after the store's opening on Saturday, 595 pairs had been sold; the remaining five had serious defects. Except for a one-column weekly newspaper ad on Thursday, the WFEB spots were the only advertising used, costing $25 and "the advertiser gave WFEB almost all the credit for his success," the station reports, adding that similar sales have been held subsequently and successfully without any printed advertising.

**A YEAR AGO** Comal Cottons Retail Mill Store was opened at the Portairs Shopping Center, Corpus Christi, Tex. Concurrently, the store launched a daily quarter-hour record show on KANN Sinton, Tex. At the opening of each broadcast the names of three ladies, picked at random, are read on the air with an invitation to call back during the broadcast. Those who do are put on the air through a beeper set-up and are awarded dress material of Mission Valley Fabrics. Most women do call back, with a better than 80% record for the year. More important, the Comal Cottons store's business for its first year ran over 40% ahead of expectations. The program has just been renewed.

WGH
The Station of the Stars

1 great station
serving 3
great markets

NORFOLK
PORTSMOUTH
NEWPORT NEWS
INCLUDING HAMPTON AND WARWICK

. . . the three markets making up the greater Norfolk metropolitan area, **25th** in the United States . . .
714,800

WGH
The Station of the Stars

**1310 on your dial**
**5000 watts**
• enough power to cover entire market, and more!

## RADIO 55

**SPORTS SCORES,** radio and seat covers are an unbeatable trio, according to Kay Seat Covers of San Jose, Calif., whose modest advertising budget of $1,500 a year is spent entirely with KSJO San Francisco. During the baseball season the firm sponsors *Kay's Scoreboard* aired right after the end of the broadcast of the San Jose Red Sox game, usually between 10 and 11 p.m., depending on when the play-by-play ends. Proof that even with six tv stations available people still listen to sports scores on radio came last summer when Knothole Night at the ballpark was promoted exclusively on *Kay's Scoreboard* and 2,000 tickets for the event, when boys and girls were admitted free, were picked up at Kay's. In non-baseball months, Kay's uses spots on KSJO.

**THE LARGE** national advertiser with the multi-million-dollar budget almost of necessity uses all advertising media to deliver his message to the buying public. The small local retailer, with no such leeway, has to buy shrewdly to make sure each dollar spent for advertising brings back more than that sum at the counter. That's why Wilbur's Shoe Store in New Haven, Conn., cautiously picked a saturation schedule of 18 spots on WAVZ there at a cost of $117 a week, to be broadcast Wednesday, Thursday, Friday and Saturday mornings—peak shopping days for women's shoes, handbags and accessories. Each week a special item is promoted. Now, after a year, 90% of the store's advertising budget is going into radio.

### SHOE DEALER

**"RADIO** helps me reach more people at lower cost than any other medium I've tried." That is the statement of Sam Weiss, "Shoe King Sam," operator of two drive-in factory shoe outlets on Long Island, whose low prices are attributed to his low rent, large turnover and self-service, in his commericals on WHLI Hempstead, L. I. Sam's schedule on the station includes a five-minute early morning newscast six days a week and another newscast of the same length on Sunday afternoon, plus extended spot campaigns for special items. With 75% of his $17,000 annual advertising budget now going into radio, Shoe King Sam has boosted his gross sales up 103%, amply justifying his belief in this medium.

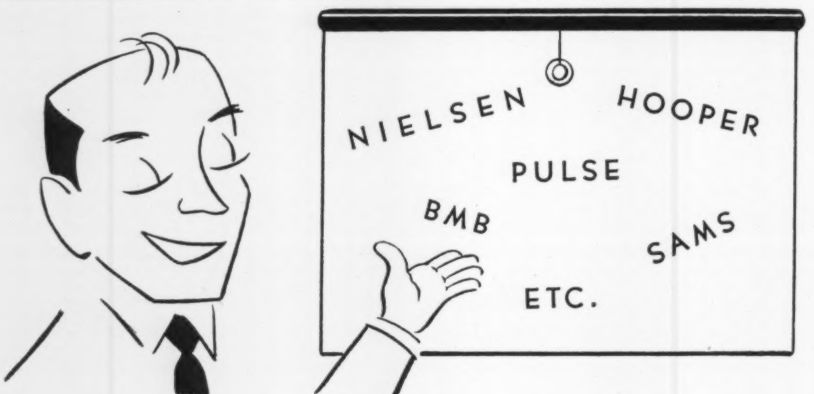
### TRAVEL SERVICE

**RADIO,** a mass medium, might not seem the ideal way to sell such a luxury item as foreign travel. But Four Seasons Travel Service of Worcester, Mass., using participations in *Julie 'n' Johnny,* chatter-over-coffee type program on WTAG Worcester, at $13.95 per participation, secured five bookings totaling over $6,000 for a "Paris in the Spring" tour after only six participations. The advertiser wrote the station: "We are continually amazed at the immediate response from the weekly broadcast on the *Julie 'n' Johnny* show. Frequently we have had customers at the desk within half-hour of the broadcast. There are always numerous telephone calls during the same day and then we average six letters of inquiry on *one* broadcast." Four Seasons augments the regular morning announcements with other participations such as use of WTAG's late evening *Raymond Morin Classical Music* program to spur the sale of trips to the great music festivals of Europe.

### TV DEALERS

**A TV SET DEALER** in Lancaster, Ohio, has been averaging $58 in sales for every dollar he has invested in advertising over WHOK there. His volume for July was $8,200 and in mid-August he had estimated his August volume would be about $13,000. Before the present campaign the same advertiser had live originations over WHOK from his place of business and attracted over 350 people there during the time of the shows.

**A TEST CAMPAIGN** on WELO Tupelo, Miss., by Chisholm Electric Co. resulted in the firm becoming a regular sponsor of a seven-day-a-week program across the board. Chisholm was out to sell Philco tv sets and decided to use only radio in a test of the aural medium. The store offered ladies nylon hose (125 pairs) in exchange for a 1945 quarter. The schedule originally called for 21 one-minute spot announcements, but after five spots the balance of the campaign was cancelled because the store only had 23 pair of hose after the first day of the promotion.



YOU CHOOSE!

Use the measurement YOU like . . . because for 31 years . . . in ROANOKE and Western Virginia the RADIO answer always comes out the same:

WDBJ

Established 1924 . . . CBS since 1929 AM 960 KC 5 KW . . . FM 94.9 MC 41 KW.

AND

Beginning October 2, 1955 WDBJ turns its years of experience in Western Virginia to WDBJ-TV . . . Channel 7. Our network . . . as it has been for 26 years . . . will be CBS.
And our representation nationally, as it has been for 18 years, is Free & Peters, Inc.

WDBJ ROANOKE VIRGINIA

Western Virginia's Pioneer Broadcast Service

## MISCELLANEOUS

**CLEVER COPY** that "personalized" the proprietor of The Beauty Garden and her operators, used consistently on WTAO Boston and increased as her business grew is the story of a small Boston beauty parlor which today spends close to $8,000 a year for time, using four spots a day, five days a week, on this station. With no other advertising medium, this client has opened her second store, and a third one will be inaugurated before December. "It's not hard to imagine," the station writes, "why WTAO can turn to the enterprising mistress of The Beauty Gardens for a reference on radio any time at all."

**"PHENOMENAL** sales story" reported by KFOR Lincoln is that of The Camera Shop, which from using no radio at all up to about eight months ago, now has announcements in KFOR's 10 p.m. newcasts nightly, three announcements in the station's early morning *Musical Clock* and 40 time signal identifications each week. Straight selling commercials are used morning and evening; institutional copy accompanies the time signals. Today, using radio almost exclusively, The Camera Shop "attributes most of its sales success to the radio campaign as it is the only different thing they have done in the past year." The cost: about $100 a week.

**COMPETING** against eight existing plans, the Ace-Hi Gift Stamp Co. started a four-month saturation campaign over WILS Lansing, Mich. The 20 daily one-minute spots used an attention-getting sound effect. Having only seven subscribers originally, the plan now claims 130 merchants, all of whom say that radio advertising of the plan incited a noticeable increase in sales. "I can see no reason why we should ever use any other medium but radio to further our success," stated Ed White, manager of the stamp plan. Since the original four-month campaign, 10 spots a day have been used.

**AFTER A YEAR** of sponsoring the *Alan Lisser Morning News* on KBIG Hollywood, Monday-Friday, 9:25-9:30 a.m., Sturdy Dog Foods, Burbank, Calif., in March wrote the station: "We showed a 17½% gain for the year. The last six months and the first two months of this year showed a 22½% increase in sales. Our newscast on KBIG, with Alan Lisser, was the only advertising we ran consistently throughout the entire year. Not only that, we liked the way it was handled by Lisser so much that we renewed it for 1955."

**THIRTY SPOTS,** run at random times during the schedule of WMAX Grand Rapids the first week of August, advertised Back-Builder Mattresses, then on special sale at $38.88 at the Vandenberg Furniture Co., which used no other advertising for them. Cost of the WMAX announcements was $90. The week's sale of mattresses was $3,188.16, with most sales completed over the phone from calls following the WMAX spots. What puzzles the station is that this occurred when it was just seven months old and, according to a national audience-measuring service, had no listeners at all. How many mattresses would have been sold, one wonders, if someone had listened to WMAX.

**USE GOOD MUSIC** to sell good music is a formula that has worked out all right for San Francisco's California Music House. Six months of regular advertising on KEAR, good music station of the San Francisco Bay area; six months of advertising phonograph records, needles and service, and California Music House did twice the dollar volume in the first half of 1955 that it did in the same period of 1954. In fact, the dollar gross for the first six months of this year equals the entire 1954 gross. The theory that people who like to listen to good music on the radio are the best prospects for the same good music on records has been proved again for CMH and KEAR.

**A TV CAMPAIGN** was dropped in favor of radio by Marvin A. Smith Industries (home insulation) after a July campaign on KLIF Dallas outpulled a video ad schedule. Smith Industries invested in 200 one-minute spots on KLIF which pulled 162 leads. Of these 24 jobs were sold. During the first three weeks in July, Smith Industries also sponsored a half-hour weekly tv show that pulled only 21 leads, of which two jobs were sold.

**HARD TO BEAT,** even among radio success stories, is the experience of Winn's Trailer Courts of Laredo, Tex. This company spent $10 for some Sunday morning spots on KVOZ Laredo and sold a $3,400 trailer.

ED
MEATH
in
YEA
MEATH
"Musical Clock"
"Open House"
e Want
ORE
EATH!
Hurra
for
MEATH
the
SPONSORS
CHOICE!

**They BEGGED for MORE MEATH,**

**..So Now He's Heard AFTERNOONS and Mornings!**

Ed Meath's popularity among *listeners* is exceeded only by his popularity among *sponsors*—so much so, in fact, that there just wasn't enough of Eddie to go around on his early morning "Musical Clock" program! So now we've spread Ed Meath right into the afternoon, and there's every indication there *still* may not be enough Ed Meath! He's Rochester's *foremost* radio personality!

**"MUSICAL CLOCK"**
6:00 to 9:30 A. M.

Ed Meath's long-established "Musical Clock" show delivers to him (and you!) a 53.6 *share of audience,* according to the latest Hooper! What a guy!

*and*

**"OPEN HOUSE"**
4:40 to 6:00 P. M.

*Now* Ed is out to grab off new rating records on the already top-rated "Open House" with his sprightly chatter, top recordings and useful information!

*Yes, Ed Meath is a great* guy *and a great* buy. *Contact us for details as to rates and availabilities!*

**BUY WHERE THEY'RE LISTENING... ROCHESTER'S TOP-RATED STATION**

CBS

**WHEC** *of Rochester*

**NEW YORK**
**5,000 WATTS**

*Representatives:* EVERETT-McKINNEY, Inc. *New York, Chicago,* LEE F. O'CONNELL CO., *Los Angeles, San Francisco*

it's a cold fact

**WLOL**
**IS THE HOTTEST STATION IN THE NORTHWEST!**

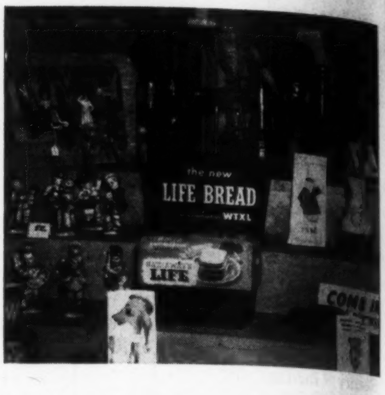
**No matter how you figure it—it's a cold fact WLOL always gives you more listeners for your ad dollar. WLOL is the top-rated independent station—leading all other independents and three of the four networks in the Twin Cities—according to PULSE. Out-of-home WLOL leads every station • It's MUSIC, NEWS and SPORTS that make WLOL your best buy!**

**THE TOPPER IN INDEPENDENT RADIO**

**WLOL**

MINNEAPOLIS - ST. PAUL
5000 watts—1330 on your dial
**LARRY BENTSON, *Pres.***
**Wayne "Red" Williams, *Mgr.***
**Joe Floyd, *Vice-Pres.***

# MERCHANDISING MULTIPLIES BREAD SALES



WHAT would you do if you saw a loaf of bread prominently displayed in the window of a jewelry store? Or a hardware store? Stop and gape, probably, and ask yourself what goes on here?

That's exactly what the people of Springfield, Mass., did when loaves of bread began appearing in widows of all sorts of stores except the one place that bread might be expected, food stores. The bread was Hathaway's new Life bread; the displays were placed by the merchandising staff of WTXL Springfield, which, in cooperation with the Hathaway agency, The Bresnick Co. of Boston, worked out the unusual window displays as an adjunct of the announcement campaign for Hathaway Bakeries on WTXL.

One hundred display pieces announcing "the new LIFE BREAD as advertised on WTXL" and 100 display loaves of the bread were given the station's merchandising group. The initial agreement with the non-bread selling retailers was difficult to obtain, H. D. Cameron, commercial manager of WTXL, reports, but the stores came around when the station promised to give them a free air mention each week as one of the stores cooperating in the novel display plan. The displays were all placed in less than a week's time.

The combination of the radio spots—36 a week on WTXL plus a schedule on WHYN Springfield—and the non-point-of-sale displays produced the following results, according to W. H. Roberts Jr. of The Bresnick Co.

"After the first week the total unit sales were increased over the preceding week's sales by 12½%; at the end of the second week the sales were increased by a factor of 14½%; at the end of the third week the sales showed an increase of 9½% over the last week previous to the display appearance. The encouraging point is that this increase was realized during the slowest bread period in terms of overall sales."

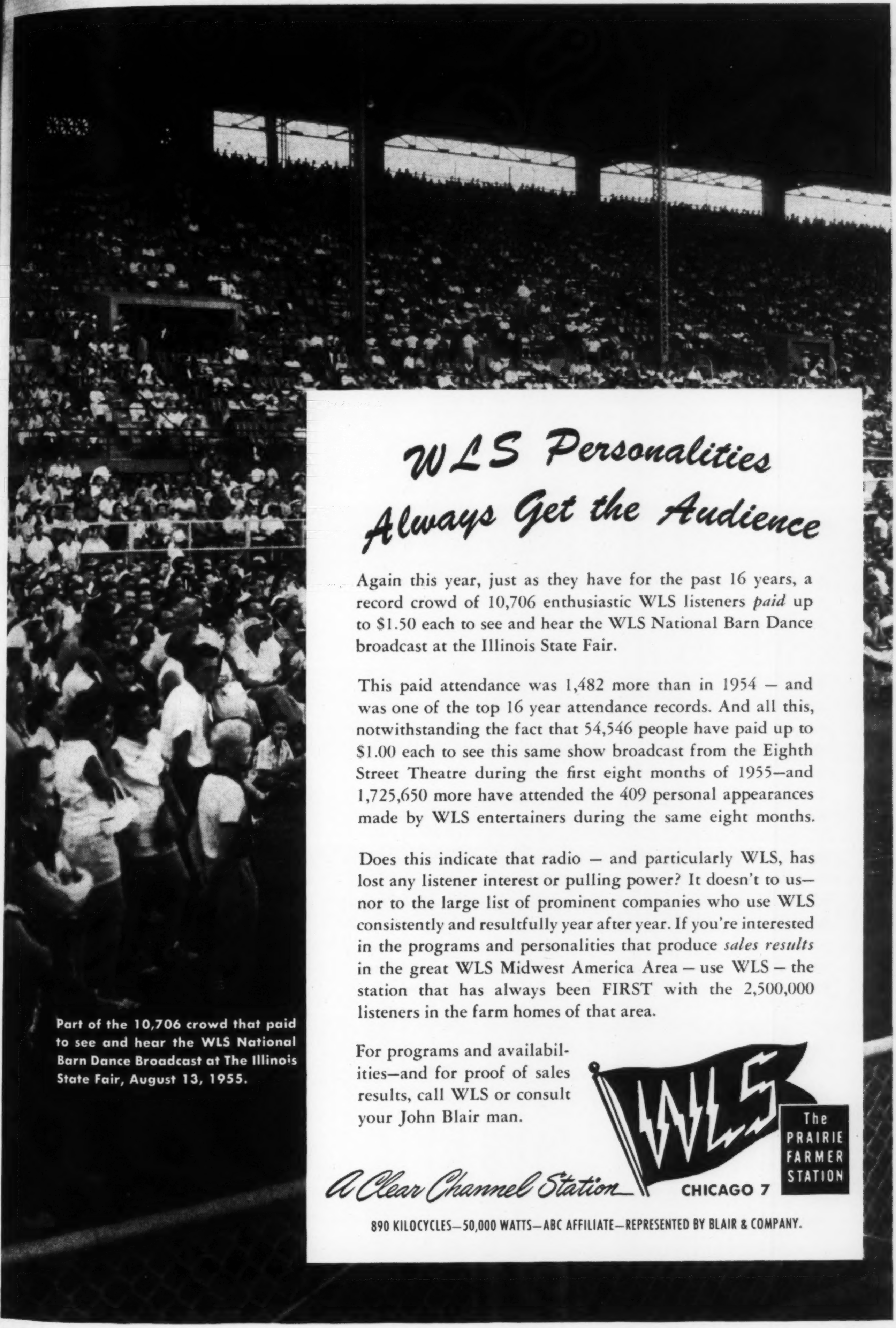
There is a dual connection between the displays and the actual radio campaign, Mr. Roberts told B•T. "First," he said, "there were the tie-in announcements of the displays given as a part of the merchandising service of the station which called attention to the fact that these displays were in the various merchants' windows. The second, of course, was the fact that the station actually placed these displays in the merchants' windows, concentrating not only upon their present clients but also upon new or potential clients, this plus the fact that the radio station was also indicated on the face of the display itself.

"It may be of interest to you at this juncture to know these continuing developments of the program. The program is still being maintained by the station. It has enabled me, as the account man in the agency dealing with stations in other markets, to interest the account executives of other stations in these other markets in exploring additional or off-beat promotions. As an agency, of course, in buying radio media—beside assessing the value of a given station in a given market by standard media formulas—we are naturally most concerned with what merchandising assistance can be obtained. This is no new development, but especially in consideration of a product in a highly competitive field like bread, it becomes admittedly the major consideration in overall media purchased.

"From our point of view, we feel that this promotion in cooperation with WTXL has not only provided all concerned with a plus value in terms of actual tangible results but also has opened up for us an entirely new approach to this conventional merchandising problem. We have already developed two additional merchandising promotions with other radio stations in the New England area that are just as revolutionary as this one and promise to be equally as effective.

"I should like to stress again how important to the success of this entire operation was the attitude of the personnel involved from the radio station. Obviously, if they had not approached this problem with the right cooperative spirit and had not been sincere in their desire to provide us with worth-while cooperation in the merchandising aspects of the program, the entire promotion would not have come off. It is also a tribute to the effectiveness of the medium in the Springfield market inasmuch as the advertising value of the station would not have appealed to the cooperating merchants if it was not recognized as being worth the effort and the space involved on their part.

"Removing all considerations of this cooperative promotion, we have had a tremendous number of comments on the commercials themselves from our salesmen in the market and from the management personnel of the Springfield bakery. These have been a direct result of consumer and retail store comment. This is a further endorsement of the value of the radio format in this particular market, which has all of the competitive media as well as several other competing radio stations."



# WLS Personalities Always Get the Audience

Again this year, just as they have for the past 16 years, a record crowd of 10,706 enthusiastic WLS listeners *paid* up to $1.50 each to see and hear the WLS National Barn Dance broadcast at the Illinois State Fair.

This paid attendance was 1,482 more than in 1954 — and was one of the top 16 year attendance records. And all this, notwithstanding the fact that 54,546 people have paid up to $1.00 each to see this same show broadcast from the Eighth Street Theatre during the first eight months of 1955—and 1,725,650 more have attended the 409 personal appearances made by WLS entertainers during the same eight months.

Does this indicate that radio — and particularly WLS, has lost any listener interest or pulling power? It doesn't to us—nor to the large list of prominent companies who use WLS consistently and resultfully year after year. If you're interested in the programs and personalities that produce *sales results* in the great WLS Midwest America Area — use WLS — the station that has always been FIRST with the 2,500,000 listeners in the farm homes of that area.

**Part of the 10,706 crowd that paid to see and hear the WLS National Barn Dance Broadcast at The Illinois State Fair, August 13, 1955.**

For programs and availabilities—and for proof of sales results, call WLS or consult your John Blair man.

WLS

The PRAIRIE FARMER STATION

*A Clear Channel Station*

**CHICAGO 7**

**890 KILOCYCLES—50,000 WATTS—ABC AFFILIATE—REPRESENTED BY BLAIR & COMPANY.**

# VANILLA EXTRACT TO VAUGHN MONROE

THE TWO men in the picture above were caught in an unnatural moment of repose. A more characteristic study would show up as a blur on any still film.

Minutes after the picture was made the fabulous Felds were up and running to the wildly disparate corners of their empire—which this year will gross $2.5 million, thanks to radio.

Part of the empire is the Carter Barron Amphitheatre in Washington, D. C., a few of the 4,000 seats of which are shown above. It is clear evidence of the Felds' talent for promotion that in the summer of 1955 the amphitheatre has been more often filled than empty.

These brothers—Israel, 39, and Irvin, 36 (right and left, respectively, in picture)—have parlayed two suitcases of vanilla extract into a hole-in-the-wall drug store and then into a four-store chain that has become one of the largest U. S. outlets for phonograph records. On top of that they have developed one of the nation's most successful entertainment enterprises.

Their merchandising miracles have been achieved by the use of an unbeatable formula—energetic promotion, mostly radio, and careful planning.

At the moment they are closing books on a second summer promotion series which despite August rains may surpass the half-million gross achieved a year ago in Washington's Carter Barron Amphitheatre.

As theatrical operators serving an area from Scranton on the north to Pittsburgh on the west and southward to Charleston, S. C., mid-September finds the Felds extending their promotional energy into a new city, Winston-Salem, N. C., and a new line, boxing and wrestling.

The Winston-Salem debut brings the city of Camel cigarettes a proven major attraction, Ice Capades, which recently followed San Carlos opera performances into the Washington amphitheatre. Standing room was hard to get, incidentally, for either the opera or ice show. W-S has a huge new 10,000-seat municipal auditorium and the Felds have the entertainment contract for this project.

A big jump from a door-to-door business conducted out of two beat-up old suitcases but easy to understand after a close look at the way those brothers operate. They are the only major theatrical promoters who handle every major type of entertainment, from concerts to pop bands and from spiritual singing to rasslin'.

"Radio is tremendous," Irv told B•T. "I'd hate to be in business without it."

"And," Brother Izzie added, "We started out with a small radio budget but now we're one of Washington's largest sponsors because. . . ."

55 RADIO

"Because we found we could get immediate sales results," Irv interpolated. "Often when we play a record during a disc jockey program, it's a two-way 'sustaining commercial.' You see, we sell this record at our Super Music City stores and the artist is a current attraction at one of our entertainments. So we get the public coming and going—coming into our stores to buy records and going to our shows."

After the usual run of post-high school enterprises, including a little wholesale drug sundries business in a shoddy Seventh St. Washington nook, Izzie and Irv Feld got a retail shot-in-the-arm in 1940 from the National Assn. for the Advancement of Colored People.

NAACP figured Washington needed a drug store for Negroes and approached these white boys because their Seventh St. storeroom was in the center of a Negro shopping area. If they would open a retail drug store, NAACP offered to see that customers came around. A tenant next door went bankrupt so the brothers made a 30 x 90-ft. drug store out of the combined premises.

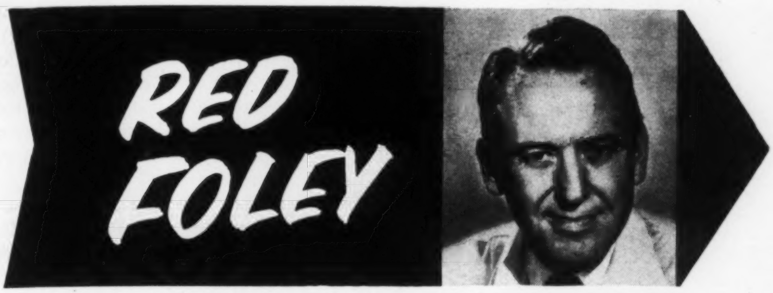
Lacking capital, they got the Meadowgold ice cream folks to put in a 25-foot fountain (it's still there), to be paid for out of quantity rebates. Two Negro pharmacists were hired and kindly wholesalers stocked the shelves.

Figuring the fountain trade might enjoy some spiritual, pop and race records, the Felds bought $35 worth of Decca platters. Decca, a new label, was happy to sell but the old-line phonograph companies said they'd have to be dead before their discs would be peddled out of a drug store.

Aided by an advertisement in the *Afro American* and Negro pickets who patrolled

# This way to triple-A radio programs with

# ASSURED AUDIENCE ACCEPTANCE

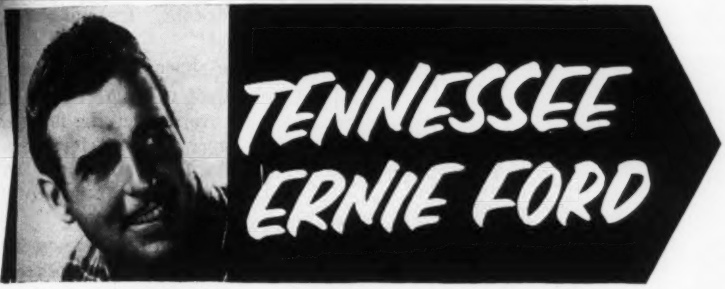


● On television, Red Foley's Ozark Jubilee with 3.40 Viewers Per Set, highest in the nation, rates high in both urban and rural areas (Tulsa, 26.0; Fresno, 22.3; Denver, 22.2). Radio ratings reflect the same universal appeal that has kept Red Foley at the top in Country Music for over 14 years.

**156**

**QUARTER-HOUR OPEN-END TRANSCRIBED PROGRAMS**

The best of the "Fabulous Foley" . . . the best songs, music, guest stars, skillfully mixed together with smooth production, to create a surprisingly low cost radio show suitable for any product, any market.

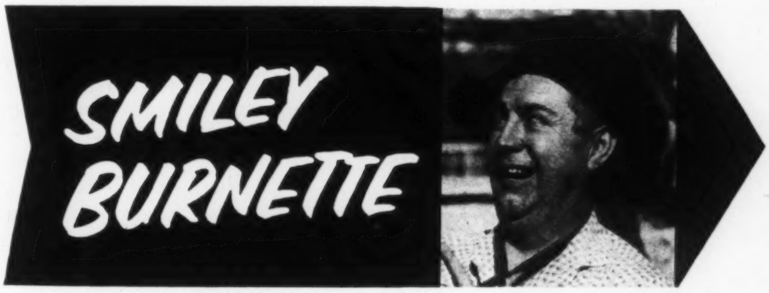


● From WPAQ, Mount Airy, N. C.: "Tennessee Ernie" is selling a lot of the clients products to a lot of "Pea Pickers," so the agency has again renewed the contract on the Ernie Show, effective August 1, 1955." You don't get renewals unless a show is doing the job. And that's what Tennessee Ernie does best.

**260**

**QUARTER-HOUR OPEN-END TRANSCRIBED PROGRAMS**

All of Tennessee Ernie Ford's audience-pleasing personality . . . the songs and the "Ernieisms" that have made him one of America's most popular stars . . . plus good music, top guests and fine production . . . priced for budget-minded buyers.



● KGNO, Dodge City, Kan., started Smiley Burnette series, 260 episodes, January, 1951. Renewed March 3, 1953 and ran 312 episodes. Renewed March 2, 1954, ran 312 episodes. Renewed for the fourth time August 15, 1955. And that's just one of many instances. In dozens of other markets, Smiley sells and keeps on selling.

**292**

**QUARTER-HOUR OPEN END TRANSCRIBED PROGRAMS**

**What makes the Smiley Burnette Show so popular in so many markets? It's because it has a fast-paced formula of humor, pickin' and singin' and variety entertainment that folks like . . . a sure cure for lost listeners and sponsor indifference.**

**TRANSCRIBED RADIO PROGRAMS**
**FOR ANY PRODUCT . . . ANY MARKET . . . ANY BUDGET!**

**For Complete Information on Any or All of These Shows, And Free Special Audition . . . Contact ------------>**

**REPRESENTATIVES:**

NEW YORK
PLAZA 1-3366

MINNEAPOLIS
LINCOLN 5689

LOS ANGELES
DUNKIRK 7-4388

CHICAGO
STATE 2-7494

ATLANTA
ALPINE 2912

DALLAS
PROSPECT 3723

SAN FRANCISCO
SUTTER 5568

## RADIOZARK

**ENTERPRISES, INC.**

*America's Fastest Growing Producer of Country Music Shows*

**PHONE 2-4422 - - SPRINGFIELD, MISSOURI**

*"CROSSROADS OF COUNTRY MUSIC"*

THE **ONLY** 3-SPEED, 16-INCH TRANSCRIPTION TURNTABLE WITH HYSTERESIS SYNCHRONOUS MOTOR PRICED AT **$250.00**

THE

**REK-O-KUT B-16H**

FOR BROADCASTERS AND RECORDING STUDIOS

**The B-16H** offers you the finest professional performance at the lowest cost. Functionally and economically it is the outstanding investment in the turntable field.

Mechanical simplification is the engineering secret of the B-16H. No more parts have been used than are absolutely essential for efficient operation. Because of this, the B-16H has proven itself to be consistently reliable in performance. And it requires no more than routine maintenance.

Here are some of the feature advantages:

• Hysteresis synchronous constant-speed motor • Cast aluminum turntable—lathe-turned with extra-heavy rim—dynamically balanced • Single-ball pivot bearing suspension • Instantaneous selection of record speeds: 33⅓, 45 and 78 rpm • Built-in, retractable 45 rpm record hub • Attains operating speed within ½ revolution • Speed regulation well within NARTB standards • 15¾-inch turntable diameter allows ⅛ inch overhang for cueing • Fits most existing consoles.

Extremely low distortion—rumble, wow and flutter—has been achieved through effective acoustical damping—in idler design and motor suspension—careful attention to motor bearings—concentricity of parts—proper hardening of surfaces—and the many techniques which make up the years of specialized experience acquired in the development of high quality recording and playback equipment.

**CONSOLE CABINET**
**Model C-7B for**
**B-16H .......$109.95**

*Write for complete specifications to Dept. AE-3*

**REK-O-KUT COMPANY**
Makers of Fine Recording and Playback Equipment
**38-01 Queens Boulevard, Long Island City 1, N. Y.**

the N St. Peoples Drug Store nearby with appropriate signs, the drug store did a good business that opening day—in phonograph records.

"There's our money-making line," said Irv to Izzie. "What do you figure?"

"Of course," said Izzie to Irv. "We ought to have all the labels."

Since they continued to get the ice-water treatment from the other labels, the brothers bought ample stocks of Deccas and finally found a friendly juke box record seller, Northern Virginia Music Co., whose proprietor resented such treatment and readily agreed to sell them all the records he could get. The Virginia firm asked only for a spot in Super Drugs for a penny weighing scale.

Record buying became a major time-eating function for the Felds. They started a sacred tradition that still governs all their major decisions—unless both agree on a project or item, they don't bother with it.

"After all, the world's full of business opportunities," said Izzie.

"And we click a heavy percentage of the time," said Irv.

When they had been getting ready for the store's May 1 opening, Irv said to Izzie, "What'll we call it?"

"It's got to be super," Irv insisted.

"That's it—Super Cut-Rate Drugs," said Izzie, and most every enterprise they operate is called Super in some form—Super Drug, Super Disks, Super Attractions, Super One-Stop Service (juke-box record service), Super Music City.

By Christmas the record business at Super Drug was super. Seasonal items such as sun glasses in summer, holiday items and related stuff helped build the business.

When WWDC Washington went on the air in 1942 with local programming, the Brothers Feld had a hunch. "We ought to try that disc jockey fellow some evening with our records," said Irv. "What do you think?"

"Sounds good to me," Izzie agreed, and Super Drug became a $35-a-week customer of WWDC, later increasing to $50 and on up to possibly $35,000 a year on the station ($65,000 estimated radio total out of $100,000 all-media budget in 1955).

Soon they observed the public crowding into Super Drugs to buy radio-plugged and radio - performed records, especially on weekends when the trade was about half white-half Negro.

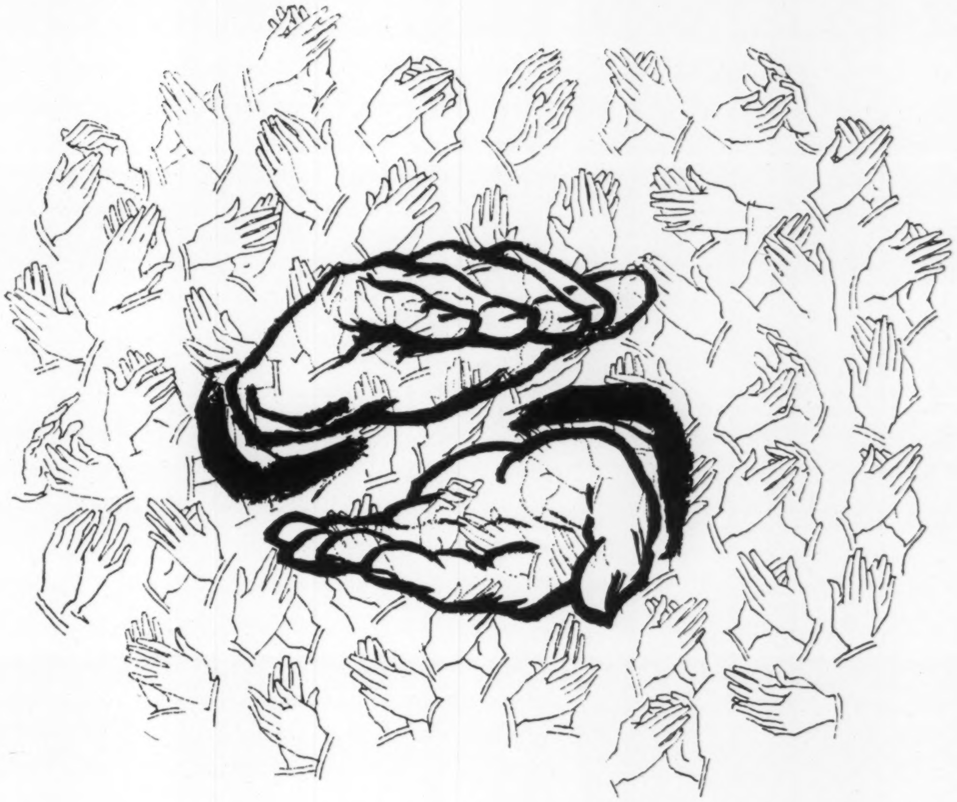
Record sales were profitable so they decided to open a record specialty store at 1327 H St. in Northeast Washington, about a mile or so east of Union Station in a shopping area. The store was next to the Atlas Theatre, and stayed open until the last show was over. Watching the weekend stage show one night, Irv and Izzie had a hunch—a million-dollar hunch. They had been plagued by a wartime shellac shortage that kept them on record rations despite the succumbing of major labels who now were loving them very much.

"Let's take that guitar player and make our own records," said Irv.

"Well, it might solve the problem," said Izzie.

A few days later young Arthur Smith,

# ASCAP MUSIC WINS APPLAUSE!



The **ASCAP** membership is constantly creating and adding new musical works to the Society's repertory which covers every field of our nation's musical literature. This **ASCAP** music helps build your audience. It provides the nostalgic music of yesterday, as well as the currently popular songs of today and tomorrow.

The American Society of Composers, Authors and Publishers is proud to provide the vast radio and television industry with its basic program material—**MUSIC.**

**ATTENTION:** Program Directors
Be sure you are receiving your
copy of **ASCAP** Music on Records
(Your Program Guide).

**THE AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS**
575 MADISON AVENUE, NEW YORK 22, N. Y.

63%*

LISTEN

To

Local Sports

in

ROCKFORD, ILLINOIS*

* 1st in FOOD SALES in Illinois
(except Chicago)

* 2nd largest machine tool center
IN THE NATION

☆

WROK

is the *ONLY STATION*
in this $809 million market
OFFERING LOCAL SPORTS COVERAGE

**10th Annual Consumer Analysis Survey*

John Dixon,
Gen. Mgr.

WROK

FIRST in Rockford, Illinois
for over 30 years.

H - R
Nat'l. Reps.

Negro sailor stationed nearby, recorded two numbers at NBC Washington studios. The Felds high-tailed it to New York with the master disc and found a presser who would make them 2,000 records a week at 20 cents each.

"What'll we call the one without a name?" Izzie asked.

"I dunno. How about Guitar Boogie," Irv suggested.

"Suits me," said Izzie. "Can't think of a better one."

Of the first 2,000 pressings, 1,950 went to the shelves and 50 to a disc jockey on WTOP Washington, name of Arthur Godfrey, and 49 of his confreres around the nation.

The numbers were plugged on WWDC, and sold rapidly. Genial Arthur tried out Guitar Boogie, was entranced, and played it six times in a row on WTOP the next morning. Stores all over the country soon were clamoring for the number as d.j.'s liked the piece. Another New York supplier agreed to supply 50,000 a week but asked 30 cents apiece, a sharp cut in the profits. Trade journals began listing Guitar Boogie in their hit lists. Super Disk became an important unit in the recording industry, finally distributing through M-G-M and eventually selling out to this major label.

The record business was so sensational that the Feld Brothers decided after the war they ought to open something super in the way of record stores in Washington's famous F St. section. The telephone company was giving up a little room in the National Press Bldg. at 14th and F, the city's busiest corner. Building management wasn't interested, since there was a waiting list of 200 prospective tenants. The Felds didn't discourage easily, and finally landed the room, close to the Capitol Theatre and in a heavy center of sidewalk traffic.

Super Music City opened its doors July 1, 1946. The store-window level was rooted out and a table of stand-up earphone turntables installed in its place (for the public's benefit) and on around the room. No booths? That's right, and the buyers loved it. "In six months the store was doing more business per square inch than the Press Bldg. ever saw, and they had a percentage interest in the place," Irv recalled. "We were using WARL, WOOK and other stations by that time because radio was our best business getter." Radios, record players and other small appliances were being sold in all three stores.

A couple of years later the recording industry was involved in a battle royal—the 33 vs. the 45. As biggest record outlet in Washington, the Felds enjoyed the battle hugely, especially after succumbing to RCA Victor's promise to underwrite losses if they would promote a Vaughan Monroe 45-rpm promotional concert in plush Constitutional Hall.

"We did very, very well," Izzie recalled as he told about the crowd that attended this Dec. 15, 1948, event.

"That's what put us in the booking business," Irv reminded.

After exploring the entertainment field six months, the Felds came up with successful spiritual concerts at Turners Arena and Griffith Stadium, bringing in all-star casts that included Sister Rosetta Tharpe. The starting show grossed $40,000. It included fireworks, plus a $2,300 fireworks portrait of Sister Rosetta with Decca paying half for a "Decca presents . . ." introduction. The Felds had become thoroughly acquainted with advertiser co-op budgets by this time.

The brothers have four stores now, having added a Silver Spring music center. Their entertainment promotions are done in a big way. If an egg is laid, the Felds never try to chisel on the performers. They take the loss and charge it up to a bad guess—or sometimes bad weather though they are good patrons of the rain-insurance underwriters.

They operate in Philadelphia, Scranton, Harrisburg, Reading, Pittsburgh, Richmond, Norfolk, Charleston and now Winston-Salem.

As school kids in Hagerstown, the two brothers lived in very modest circumstances. After their first business venture—the two suitcases of vanilla extract—they started figuring their profits and reached an important juvenile decision. They pledged each other to become businessmen and stick together.

The vanilla extract cost $7 a gross, or about a nickel a bottle, leaving 95 cents profit. Deciding to offer an added inducement, they gave a nickel bottle of lemon extract to each buyer. This brought the profit down to 90 cents but was a good business booster.

One summer Izzie was working over the Maryland line in a Pennsylvania village, Shade Gap. The extract sales were pretty good and he fancied himself quite a salesman—that is, until he went to a Saturday afternoon carnival and watched a professional pitchman at work.

"He gave me some good tips," Izzie recalls. "Buy a six-foot joint," the professional advised the eager lad, referring to the portable counter and kit familiar to the trade.

They invested in a six-foot joint and started working picnics. Novelties and such drug sundries as aspirin were added to their line, plus a second-hand car of doubtful vintage and temperamental behavior.

When Izzie finished high school he went to Oakland, Md., to work in his uncle's clothing store while waiting for Irv to complete his studies. The Oakland store did well, Uncle opened some more stores and Izzie managed one of them.

When Irv finished high school, they headed for Baltimore and became outside salesmen for a drug sundries firm. This was just so-so. Next stop—Washington. In the capital city they set up their drug sundries and notions business which graduated that 1940 May Day into Super Cut-Rate Drugs.

Do they intend to stick to radio?

"We get immediate sales results with a small budget," said Irv. "We get flexibility and since records, promotions and ticket sales are unpredictable, we make copy changes on a moment's notice."

"We maneuver the radio commercials on an hour-by-hour basis sometimes," Izzie continued. "Radio gives excitement and sales appeal."

"We wondered for a while what television would do to radio," Irv said. "Now we know. Radio is as good as ever today, if not a better medium than before television."

# *Resurgence? Whadda Ya Mean, Sol?*

# WWVA Has Never Been Away!

YOU talk as though Radio was a time-wearied ex-champion who didn't know when to quit, when you talk about the *"resurgence* of Radio."

Resurgence, indeed!

Out here in the Heart of Industrial America, Radio has never been away. Out here where the smokestacks are tall and many, and are belching forth payroll gold in the form of spiraling columns of smoke 24 hours a day seven days a week, Radio is, has been, and will always be a dominant influence on the lives of five million down-to-earth folks.

At least, WWVA Radio is, Sol!

Long, long ago, friend, we at WWVA learned the hard way that people are earthy: that the voices they most enjoyed hearing through their radio speakers were sincere, unaffected ones belonging to common people like themselves.

In short, they wanted their entertainment "country style"—and, Sol, we gave it to them. We made friends this way—thousands upon thousands of them: friends for Radio, and friends (selfishly, of course) for WWVA.

We called it "Personality Programming," and it is still paying off. Example: Artists from the world's original WWVA Jamboree played to nearly 600,000 persons in personal appearances in 401 cities and towns throughout the East in 1954!

No, sir, Sol—there's no reason for a Radio come-back out here. As far as the Heart of Industrial America is concerned, *Radio* is still the Champ!

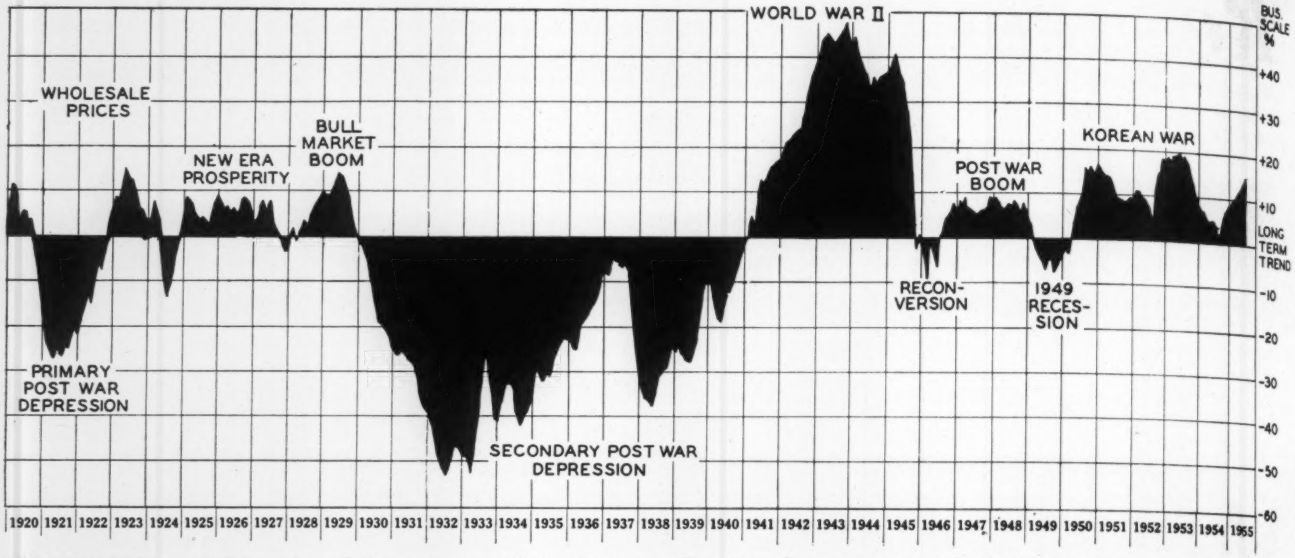
A STORER STATION

**WWVA**

JOHN BLAIR & COMPANY

**CBS RADIO • 50,000 WATTS • WHEELING, WEST VIRGINIA**

***National Sales Offices:*** **NEW YORK • CHICAGO • SAN FRANCISCO**



FROM ITS BIRTH in 1920 and until the postwar years radio was exempt from the cyclical deviations of the overall U. S. economy as depicted in this chart prepared by the Cleveland Trust Co. Such is no longer the case, according to Mr. Doherty, who says 1954's drop in radio revenue was the harbinger of the mature medium's new place in the economic picture, alongside chemical, automotive, steel, and other growth industries. In 1955, with the business swing up again, the radio future is more optimistic.

# RADIO JOINS THE BUSINESS CYCLE

### By Richard P. Doherty

President, Richard P. Doherty
Tv-Radio Management Corp.

THOSE who fully understand radio are bullish on its future but they are not bullish on all types of stations.

Despite the Cassandras who have prophesied the decline of radio, the industry still has a positive upward prevailing trend. Declines will come—as in 1954—but they will be followed by upswings. Radio is now a cyclical business with a built-in trend growth geared to the total trend of advertising expenditures and general business.

Radio is a mature growth industry like the chemical, automobile, steel and similar industries. It is no longer "depression proof"; it will expand and contract with the total national economy. Over the next five years, radio revenues should grow at an average annual trend rate of approximately 3.5%. Whether given stations do better or poorer than the overall industry average is a matter of individual management and competition. Nevertheless, every investor and operator should be cognizant of the industry's basic trend and cyclical characteristics.

The challenge to radio station management is to show sponsors that the medium has not been supplanted by television, that radio still retains a substantial audience and attention by the American public. Radio can—and must—be sold as the nation's low cost mass medium of advertising.

When one paddles his canoe with a strong current he has very little difficulty making considerable progress. Up to 1949-50, the radio current was extremely strong and individual station progress was comparatively easy because of the underlying industry growth.

'55
RADIO

Today, the industry upward trend is not so strong and the cross currents of competition—both within radio and between radio and tv—are stronger. It is much more difficult for individual stations to make progress and improve profit margins.

The success of individual radio station operations depends inherently on the superior know how and skill of management. Old line "industry growth profits" don't exist in radio any more. Success comes only to those stations which possess alert, creative and aggressive management. Unfortunately, there are still many station owners who have not awakened to the new type of radio.

Last year (1954) was a milestone year in the history of the radio industry because it was the first time that the industry's revenue failed to advance over the previous year. After a long history of constant, unbroken annual expansion the radio industry suffered a revenue setback. What most broadcasters failed to appreciate was that this 1954 decline was a cyclical downswing, due to the general American business recession, and not an indication of radio's future.

Throughout the past 25 years, the radio industry evolved from a commercial infant to a mature and strong industry. However, the 1930's, by and large, were not riotously profitable. In fact, in 1938 approximately 36% of the then existing 660 stations operated at a loss. It was the broad tidal wave of expansion, during the 1940 decade, which brought substantial profits to most license holders. By 1945 there were 891 stations and 94% of these operated in the profit bracket. So deep and positive was the growth and profit trend of the 1940's that many operators confused industry expansion with managerial skill.

When the bloom of vigorous youth began to change into the foliage of maturity, starting about 1950, easy profit picking gave way to hard won profits through capable management. Many a broadcaster found it increasingly difficult to prosper when his success depended primarily on his ability and less upon industry growth.

In this 1948-50 period, hard pressed operators began to scream for total industry promotion as a means of restoring the sharp upward growth trend of radio's earlier era. The misguided assumption of many station operators was that industry promotion, *per se*, would bring windfalls to everyone.

In order that we may look ahead to radio's future, we might do well to examine the forces which affected radio's past development. Part of radio's growth derived from the cumulative vitality possessed by this new industry. Increasingly, radio sets became standard household equipment; set circulation grew constantly and the widespread American public adopted radio as an integral part of its normal way of life.

However, the economic background against which radio broadcasting grew up also contributed strongly to radio's growth trend. The past 20 years have witnessed a great and broad expansion in total industry, and in all major areas of industry. No single generation has witnessed such a broad and substantial economic advancement as we have since the mid-1930's. Moreover, this era of economic growth has been relatively freer from cyclical downswings than any comparable period in our history. Since 1937-38, there have only been two years

# UP

## GO WCBM RATINGS

**HOOPER UP . . .**

**PULSE UP . . .**

*and plenty!*

**WCBM** is your best low-cost-per-thousand buy in the big, booming Baltimore market . . . when you base your "buy" on TODAY'S ratings—not '52, '53 or '54 *figures!* Sales conscious local advertisers know this! Result: local billings on WCBM are up an amazing 48%. You owe it to your clients to get *today's facts and figures* . . . on the station that is on the march in Baltimore—**WCBM!**

10,000 watts on 680 KC.

Write, wire or phone WCBM, Baltimore 13, Maryland
or contact our representatives—The Bolling Company, Inc.

# DOWN

## GOES THE COST PER THOUSAND LISTENERS

**. . . delivering more audience for less money in Baltimore!**

WMAL-TV

*channel 7 in*
*Washington, D. C., is*

now

SUPERPOWER

*Greater Coverage of*
*the multi-billion dollar*
*Washington market*

*Greater ABC-TV Programs*
*backed by unparalleled*
*audience promotion*

NO INCREASE IN RATES

*Ask the Katz Agency*

MUSIC
HATH
POWER.....

to sell the
DAYTON
MARKET
217,930 FAMILIES

DAYTON'S MUSIC STATION
WAVI
DAYTON, OHIO
1210 KC.
represented by
GILL-PERNA

(1949 and 1954) where general business failed to move upward.

Population growth has had a pronounced effect upon the increased size of the consumer market and has enhanced the effectiveness of advertising in creating markets for an ever larger volume and variety of goods and services.

Inflation from 1937 to 1953 acted as adrenalin within the economic system; national income rose as the supply of money and credit rose to ever higher levels. More dollars in circulation meant more dollars available for all lines of business serving the public, including broadcasting. The fact that the dollar grew less valuable distorted the revenue picture of all industries but the process played a significant role in explaining a part of the rise in total revenue dollars coming into the cash registers of American business, including radio stations.

Advertising expenditures rose broadly and steadily, with economic expansion of the nation and with inflation. In reality, total advertising expenditures tend to parallel the trend of business and national income. In 1929, advertising expenditures equalled some 3.9% of national income and at the bottom of the 1933 depression equalled approximately 3.3% of national income. During the 1920's and most of the 1930's this general 3% to 3.5% ratio tended to prevail.

MR. DOHERTY

However, with the advent of inflation—first pump primed and then World War II primed—national income raced ahead of advertising outlays. Wartime and postwar shortages of goods also curtailed somewhat the upward expansion of advertising. The net result has been that, in more recent years, advertising expenditures have been in the area of 2.5% of total national income. Nevertheless, as national income has risen, more and more dollars have been expended in total advertising.

So long as national income continues to rise, advertising expenditures will maintain a parallel rise. However, because advertising dollars are below the traditional level of 3% to 3.5%, we should experience a relatively faster rise in advertising than in national income during the next few years.

With the growth in the total size of the advertising pie, radio continued to get larger shares up to and until 1947. In this year (1947) advertisers put 13% of their expenditures into radio. Since that date, radio became the recipient of a declining share of total national advertising expenditures and, by 1954, received 7% of all media receipts. The obvious conclusion is that radio's future growth depends primarily on the continued expansion in total advertising. So long as radio was increasing its percentage share of the advertising pie, the industry's revenue could expand even in years when advertising outlays slipped off slightly. The fact is no longer true unless radio finds the means of raising its relative position and status among the advertising media of the nation.

Barring a war or serious political blunders, America's tremendous population growth will cause our national economy to go on expanding. Normal levels of production for clothes, food, housing, household appliances, autos, etc., will step to higher and higher levels, year after year, even though there may be periods of cyclical downswing. In an expanding competitive economy, advertising, and the tools of advertising, will rise with the level of business.

It is highly significant to the broadcast industry that advertising, *per se*, is one of America's strong growth industries. From 1940 to 1954, total advertising (all media) expenditures rose by nearly 300%.

### Radio's Share of Advertising

In 1947 radio's share of all advertising was 13%; this was radio's all time high. In 1948, the radio industry received 12.7% of all advertising expenditures and in 1949, this percentage fell to 12.1%. During the following years, radio continued to obtain larger and larger total dollar revenues but the nation's total advertising dollars rose even faster. The net result was a continued decline in radio's share of the total advertising pie. In 1954, the nation's advertisers gave 7% of their budgets to the radio industry. During the same year the newspapers absorbed approximately 33% of all advertising expenditures while some 9.8% went to television.

It is significant and interesting to observe the trend in total broadcast revenues, i.e., radio and television combined. In 1949, radio and television together received 13.4% of all advertising dollars; in 1950, this figure was 15.2%; in 1951, it was 16.2%; in 1953 combined radio and tv expenditures equalled 16.1% of the nation's advertising and in 1954 they received 16.8% of all advertising.

However, during this period television's share of the total advertising dollar has increased relatively faster than the combined (radio and tv) broadcast portion of these same advertising dollars.

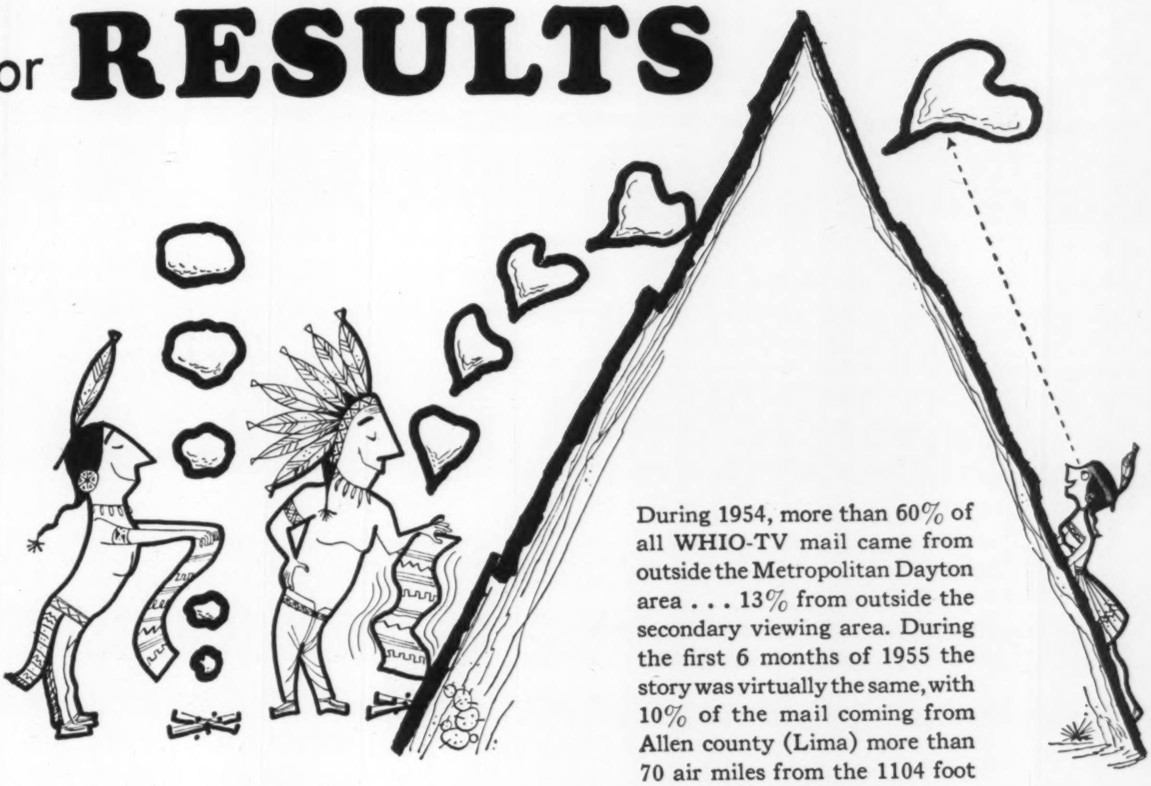
In order that we may interpret this picture properly, we should realize that the amount of radio advertising dollars coming to a community, or area, includes local and regional business, national spot and network income of the stations. When network radio advertisers cancel network programs, there are less national advertising dollars flowing into the community or area.

It is strictly a case of the "ostrich sticking his head into the sand" if one refuses to recognize that the advent of tv, in a community, has some adverse effect upon total (local, regional, network and national) radio revenues, regardless of how individual stations are affected.

Television's growth has unquestionably had an effect upon radio's total income as it has also affected the distribution of advertising dollars to newspapers, magazines, and other media.

It is commonplace, today, to say that "radio is essentially local." Obviously this was not always true. In 1940, 70% of the radio industry's revenue (networks and stations

# We're **Injun-eered** for **RESULTS**



During 1954, more than 60% of all WHIO-TV mail came from outside the Metropolitan Dayton area . . . 13% from outside the secondary viewing area. During the first 6 months of 1955 the story was virtually the same, with 10% of the mail coming from Allen county (Lima) more than 70 air miles from the 1104 foot tower that delivers maximum coverage for this AREA station, with 3,476,600 people and an income of \$5½ billion dollars of spendable income. Pulse gives us 12 of the first 15 shows for July. ARB gives us 8 of the first 11 for the same month. To smoke out real results in this great area, see our blanket-waver-in-chief, Paleface George P. Hollingbery.

**Channel 7 DAYTON, OHIO**
**ONE OF AMERICA'S GREAT AREA STATIONS**

**whio-tv**
CBS

combined) came from national sponsors. In this period, and earlier, local radio advertisers contributed a minor percentage of the industry's revenue.

In 1948, network revenues reached their peak of $133,738,098 and equalled 32% of the total income of the radio industry (networks and stations combined). In this year, local revenue amounted to $170,908,165 or 41% of the aggregate, radio business income while spot business accounted for the remainder, i.e., approximately $111 million.

During the intervening years, until 1953, network revenues declined while local and spot business rose with the result that, in 1953:

a. Network revenues amounted to $89,528,000 or 18% of the total broadcast revenue of the radio industry.

b. Local sales accounted for $257,254,000 or 52% of the total broadcast income.

c. Spot reached approximately $151 million or 30% of the aggregate broadcast income of the radio medium.

The most significant portion of radio's future income unquestionably will come from local time and program sales. National spot will continue as the second most important total industry source of revenue.

Network revenues will, contrary to the thinking of some, show a turnabout trend by 1955-56. It is absurd to conclude that networks do not serve a definite purpose in the scheme of American radio broadcasting. Having suffered severely from tv since 1948, network radio is undergoing program format changes and will improve its attractiveness as a medium for national advertisers.

Radio has changed in more ways than "source of revenue." A few of the significant changes may be summarized as follows:

1. Listener habits have changed, including the pattern of "sets tuned in" during the operating day.

2. Prime time—call it Class A, premium time or anything else—is early morning and not after 6 p.m. or 7 p.m., despite the fact that some radio stations' rate cards still cling to the nighttime Class A concept.

3. Strong local personalities have acquired top audience preference throughout most radio markets.

4. Radio has largely become a companion which shares listener attention with other activities, e.g., eating meals, getting dressed, doing housework, driving the car, relaxing on the beach, cooking meals, studying (teenagers) etc.

5. Small, well integrated station staffs have become the way of life for successful stations; combination operations and job integration (long preached by the author) have become increasingly common.

6. Older rate card structures have gradually given way to "rate cards that sell."

7. Long time (26 weeks, 52 weeks) sponsors have become a rarity and in their place have come the short term buyers of saturation packages, run-of-schedule packages and other forms of "in-and-out" advertising.

8. Radiated power and "big tent" coverage have become less significant to station success (and profits) than program structure, audience preference, selling techniques, and overall management flexibility and alertness.

9. More and more "Mom and Pop" radio stations have come into being. These are the small stations which can thrive only under a family type of ownership and management.

10. Profit margins, by and large, have been narrowed for the majority of stations.

Broadcasters must, from now on, watch carefully the cyclical ups and downs of general business. The nation's cyclical pattern will largely determine the course of radio revenues.

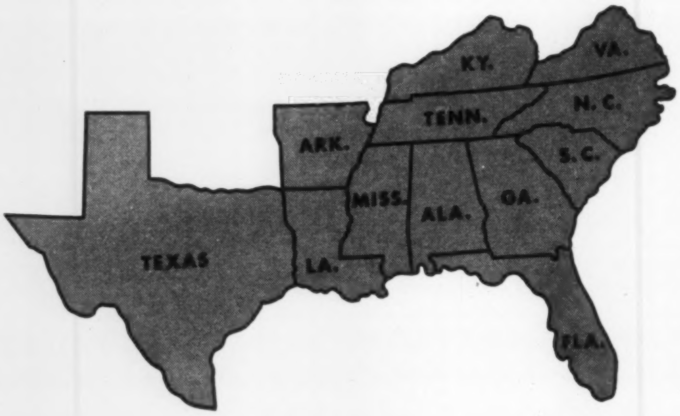
Economic growth is a persistent and underlying upward force. When an industry is young, its growth force is so pronounced that it is relatively unaffected by the ups and downs which take place in general business.

These young and vigorous growth industries are regarded as depression-proof, as was radio during the 1930's and 1940's. However, growth may be a pattern of moderate expansion which contains cycles of rises and declines in revenues and volume of output. Such growth patterns are commonly characteristic of so called mature industries.

Radio has reached this stage today. From here on, radio will rise and fall with the general cycle of business even though it will still possess a long range upward (underlying) trend so long as the total economy expands.

We believe that it is realistic to assume that the radio industry's normal level of revenue, five years hence, will be in the vicinity of $530,000,000-$550,000,000 as compared with $477,000,000 in 1953 and approximately $454,000,000 in 1954.

Radio Grows in the South



This week's Broadcasting • Telecasting is devoted to the progress of the radio industry.

Recently, this publication featured a series of articles: "The Carolinas", "Georgia", and "Mid Gulf States", which showed the growth and potential of the Southern radio market.*

To take advantage of the progress of the Southern radio industry, plan now to purchase a station in the South.

CONTACT

PAUL H. CHAPMAN

84 PEACHTREE STREET

ATLANTA, GEORGIA

* For an insight into the prosperous New South . . . send for our *free* reprints of this series.

# Philadelphia and WCAU Radio:

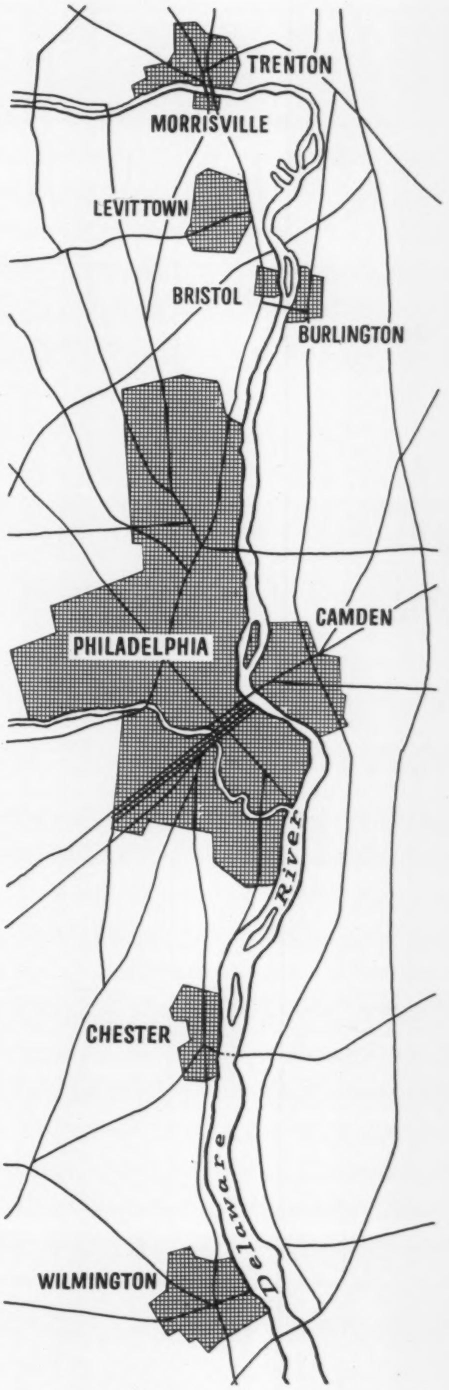
# Progress, People, Prosperity!

The industrial growth of the Greater Philadelphia Area is unequaled anywhere else in the nation! Spearheaded by U. S. Steel's $400 million Fairless Works, it is estimated that a total of $25 billion will be spent on improvement and expansion within the next 10 years.

It will bring with it a rise in population and a boom in buying power. In fact, estimates show that by 1960 we can expect a population increase of more than 900,000 . . . the equivalent of the addition of a city the size of St. Louis. In terms of buying power, it means that a new income factor of $1 billion 640 million will be added to the area's already husky $8 billion 101 million yearly net buying income.

WCAU, as Philadelphia's leading radio station, plays a prominent role in this expansion—informing, stimulating, entertaining the millions in the area. In fact, WCAU is so much a part of the Greater Philadelphia Market that the latest Pulse indicates WCAU's *audience share is 38% greater* than the next highest station. Meanwhile, sales records for the first 8 periods of 1955 are far ahead of the same period last year—and 1954 was an all-time high in WCAU's 32-year history.

It means just this: the Philadelphia tradition of listening to WCAU has taken its place in the way of life of the newcomers to this great and growing market. WCAU's popularity and leadership are growing right along with the fabulous area which it serves.



Heart of WCAU Radio's 5-state coverage area, this Trenton-to-Wilmington sector is scene of Greater Philadelphia Area's amazing industrial growth.

**Here are just a few of the giant industries in the WCAU Greater Philadelphia Market:**

U. S. Steel Corp.
The Atlantic Refining Company
Delaware Power & Light Co.
Gulf Oil Corp.
National Tube Co.
Tide Water Assoc. Oil Co.
Sun Oil Co.
The Budd Co.
E. I. du Pont de Nemours & Co., Inc.
The Texas Company
Chrysler Corp.
Radio Corp. of America
Socony-Vacuum Oil Co.
John A. Roebling's Sons Corp.
Westinghouse Electric Co.
Philco Corp.
General Electric Co.
Sinclair Refining Co.
Scott Paper Co.
National Biscuit Co.
B. F. Goodrich Co.
Atlas Powder Co.
The Yale & Towne Mfg. Co.
Hercules Powder Co.
Lee Tire & Rubber Co.
Wyeth Laboratories
Container Corp. of America
Firestone Tire & Rubber Co.
Sun Shipbuilding & Drydock Co.
General Motors Corp.
Kaiser Metal Products Co.
Bethlehem Steel Corp.
Western Electric Corp.
Mack Trucks, Inc.
American Chain & Cable Co.
Ford Motor Co.
Campbell Soup Co.
American Tobacco Co.
Minneapolis-Honeywell Co.
Cities Service Corp.
General Baking Co.
Keebler Biscuit Co.
American Viscose Corp.
Congoleum-Nairn, Inc.
Anchor Hocking Glass Corp.
Baldwin Locomotive Works

# WCAU Radio

**THE PHILADELPHIA BULLETIN STATION • CBS AFFILIATE • REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES**

**B•T INTERVIEW**

MR. KOPS

# RADIO NEEDS TO EDITORIALIZE

*EVERY radio station that editorializes will gain by it, according to Daniel W. Kops, vice president, general manager and editorial voice of WAVZ New Haven. How WAVZ handles editorializing on the air and the results of this activity for the station are described by Mr. Kops in the following interview with B•T editors, transcribed from a tape recording.*

**Q:** Very few stations editorialize. Why is that?

**A:** One reason is inertia, remembering that broadcasting is still one of the youngest of the communications media, and the right to editorialize has only been recognized a short time, and broadcasters have a feeling of lack of know-how about it. I think that once they do have a realization of what editorializing can do for their stations there will be more and more doing it. I know if you go around to different broadcasting meetings and someone says, "How many stations here editorialize?" you'll see just two or three out of a group of fifty or a hundred raising their hands.

**WAVZ EDITORIALS**

- **Got out a record between-elections vote**
- **Established a station-urged parking authority**
- **Turned a pig farm into public housing**
- **Elected a newspaper-opposed mayor**
- **And increased billings at the same time**

**Q:** With those conditions, then, why did you decide to take the opposite tack?

**A:** We decided to editorialize at the same time we decided to go into broadcasting, which was in 1949. Fortunately that coincided with the revocation of the Mayflower Case, and our background was one of coming into radio from the older medium of newspapers. If you have newspapering in your blood, I think you naturally think of editorializing, and we saw it as just as vital to radio.

**Q:** Just to tie in the background here a little more clearly, Dan, will you tell us briefly what your newspaper experience had been before you went into radio.

**A:** Well, it had been a little of everything concerned with newspapering. I had been deliberately covering the range to get different types of backgrounds. I had newspapered in Houston for the Scripps-Howard paper doing all types of reporting. That followed editing a daily paper at Cornell in the class of 1939. We were a regular member of the Associated Press and felt we were putting out the morning paper for the city of Ithaca, too. I came to Washington just at the start of the war, just around Pearl Harbor, to get Washington background. I was with Kiplinger here. Then after four years in service I was in Harrisburg for two years, alternately doing both business work on the paper there and writing editorials. I'd covered the gamut.

**Q:** You say you started editorializing as soon as your station went into business?

**A:** Soon after we took over the station. WAVZ had been on the air about two years. We started editorializing within a few months. We came to New Haven with the view that it was a little presumptuous to appear on the scene suddenly in a community and begin editorializing the first few days, so we waited a few months.

**Q:** Did you deal with purely local and state issues, or did you go into national and international . . .

**A:** We've almost always dealt with local issues. We've run a few on national issues, but we have felt that for our type of station the role we could fill most effectively was on state and local issues, as in many instances we are the only ones expressing particular points of view on those fields, whereas when you get into national issues, a complete range of opinion is available.

**Q:** I think at this point it would be desirable to get an understanding of the competition in your area. That is, what other media are there from which people can get news and/or opinion?

**A:** In our area, as is true of a good many cities today, there are two newspapers, both of which are published by the same interests. That is, the companies have different names, but ownership is virtually identical. A morning and an evening newspaper. The history of editorializing really has been an integral part of the history of the newspaper publishing field for hundreds of years. It is a pretty exciting part of the history of this country, because I think much of the progress in different cities and of the country as a whole came about through the lively editorializing and crusading that came out of newspapers in the late 1800's, for example.

But in the last 20 years a significant change has come about in newspaper publishing. The number of daily newspapers since the war has been reduced from around 2,000 to around 1,700. And that isn't even a true picture of the change, because within that number there are many combinations of two papers published by the same publisher. It's not a trend which I'm speaking of critically, because I think it's an inevitable economic trend. But the result has been that in many cities today there no longer is competition. The people in these localities accordingly

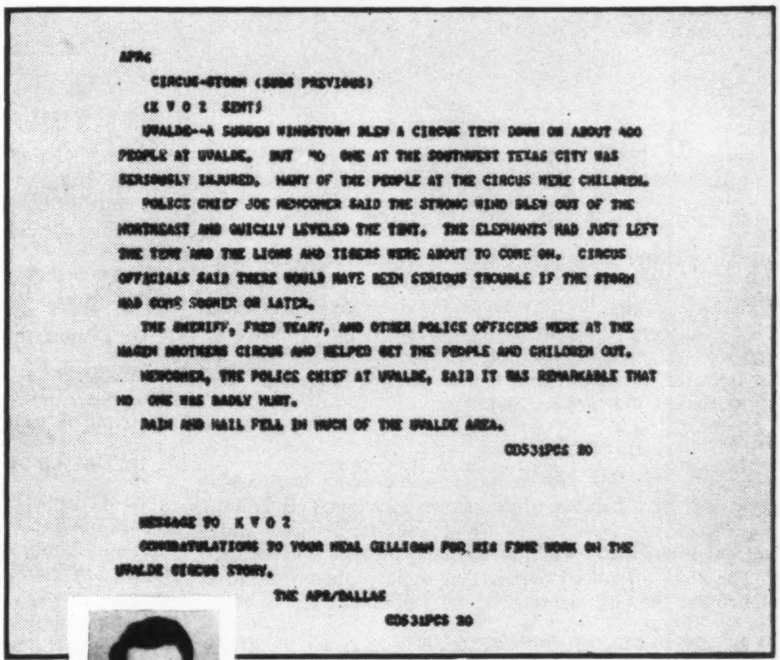
RADIO '55

SPONSORS WARM TO AP

Because . . . it's better *and it's better known.*

# "Don't know if anyone's been killed...

## *I'll stay with it and call you back"*



APR6

CIRCUS-STORM (SUBS PREVIOUS)

(K V O Z SENT)

UVALDE--A SUDDEN WINDSTORM BLEW A CIRCUS TENT DOWN ON ABOUT 400 PEOPLE AT UVALDE. BUT NO ONE AT THE SOUTHWEST TEXAS CITY WAS SERIOUSLY INJURED. MANY OF THE PEOPLE AT THE CIRCUS WERE CHILDREN.

POLICE CHIEF JOE NEWCOMER SAID THE STRONG WIND BLEW OUT OF THE NORTHEAST AND QUICKLY LEVELED THE TENT. THE ELEPHANTS HAD JUST LEFT THE TENT AND THE LIONS AND TIGERS WERE ABOUT TO COME ON. CIRCUS OFFICIALS SAID THERE WOULD HAVE BEEN SERIOUS TROUBLE IF THE STORM HAD COME SOONER OR LATER.

THE SHERIFF, FRED TEARY, AND OTHER POLICE OFFICERS WERE AT THE MAGEN BROTHERS CIRCUS AND HELPED GET THE PEOPLE AND CHILDREN OUT.

NEWCOMER, THE POLICE CHIEF AT UVALDE, SAID IT WAS REMARKABLE THAT NO ONE WAS BADLY HURT.

RAIN AND HAIL FELL IN MUCH OF THE UVALDE AREA.

CD531PCS 20

MESSAGE TO K V O Z

CONGRATULATIONS TO YOUR NEAL GILLIGAN FOR HIS FINE WORK ON THE UVALDE CIRCUS STORY.

THE APR/DALLAS

CD531PCS 20

**Case History No. 12**

A lazy vacation . . . that's what News Editor Neil Gilligan, Jr., of KVOZ, Laredo, Texas, and his wife planned. A cabin on the Frio River, roughing it.

They spent their first weekend, however, in nearby Uvalde. Sunday afternoon Neil dropped by to see an old friend, Manager Bob Hicks of the Uvalde station, and they drove aimlessly around the town, only half aware of a dark storm cloud moving overhead.

Suddenly it struck . . . a downpour of rain and hail, lashed by a vicious wind. As the storm let up, they heard that a circus tent had blown over.

Hicks' two daughters, and about 400 other people, had been in that tent!

Gilligan made a quick, careful check and telephoned the AP bureau in Dallas with first details.

**"Don't know if anyone's been killed, but I'll stay with it and call you back."**

He sped to the circus grounds. Highway patrolmen told him no one had been fatally hurt in the mass of tangled ropes, poles and canvas. Again he called the AP bureau. Then back once more, sloshing through ankle-deep mud.

Gilligan interviewed performers, parents, children, the circus manager. Rumors of casualties persisted, and he checked the Uvalde hospital. The final word: not one person hurt badly enough for hospital treatment. Another call to AP in Dallas.

There were bigger stories on the wire that day, but not one more thoroughly covered. Associated Press members throughout the nation had the full story hours before any other source transmitted a word.

**"I was on vacation," said Gilligan, "but I knew I had a 'hot one.' I wanted to make sure the AP got it fast!"**

***Neil Gilligan, Jr., is one of the many thousands of active newsmen who make the AP better . . . and better known.***

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—

THE ASSOCIATED PRESS
50 Rockefeller Plaza
New York 20, N. Y.
AP

**Those who know famous brands... know the most famous name in news is AP**

cannot read two or more views to form their own decisions.

**Q:** Was there any particular event or trend that swung your decision to editorialize? Was there some local issue and you said, "We have to get behind this. We have to do something about it"? What started the first editorial that you carried?

**A:** Well, we intended to editorialize before we took over the station. We have been motivated in particular editorial campaigns by the fact that the newspaper had taken a stand with which we disagreed rather sharply. It worried us that the community had no way of hearing or reading conflicting views.

**Q:** On what in particular?

**A:** I'll give you a couple of examples. One of the most interesting is the question of parking. The city of New Haven, like most cities in the country, has had a problem of insufficient off-street parking facilities in the downtown area. Since 1949 when we took over the station, we've been concerned with that problem, as we have with other local civic problems, because it goes to the heart of the civic industrial life of the area. If you don't have enough parking space, you don't bring business into the area, and if you don't do that, everything else suffers, including in the final analysis the health of our radio station.

### THE STATION PROFITS, TOO

And that's an interesting point, too, to digress for a moment, that it's in the self-interest of a radio station to editorialize for a better community, because if it helps build a more prosperous community, it's going to make more money in the community.

Getting back to your question, the newspaper has been opposed over this extended period of time to the various things that were proposed to correct the parking shortage.

**Q:** Why?

**A:** Editorially, the *New Haven Register* said action on parking was wanted only by a handful of downtown merchants. Traditionally, the newspapers in New Haven are opposed to proposals which might add to municipal spending, whether parking lots or new schools. The most oft-voiced fear is that some proposed improvement might raise the city tax rate.

**Q:** So editorially the two newspapers have opposed in general the creation of off-street downtown parking and the attendant condemnation of buildings for the creation of parking lots and so on. Have any other media, which of course would probably mean only another radio station, taken a position on this subject?

**A:** No, they have not.

**Q:** You mean—to get back to the original question—that there really are only three sources of local editorial opinion available to the people of the New Haven area, your station and the two newspapers?

**A:** That's right.

**Q:** Are the two newspapers under common ownership?

**A:** They're under common ownership, although the companies have different names. They're both published by the John Day Jackson family.

**Q:** Well, then, Dan, as I understand your reasoning here, you feel that the trend toward newspaper monopolies, which is dictated largely by economic factors, gives radio stations a golden opportunity to provide editorial competition to newspapers in many markets.

**A:** That's an excellent way to put it, as "an opportunity," because it certainly is that. It gives radio stations an opportunity to become a very influential part of their communities, because in doing so they are apt to fill the gaps left bare in newspaper editorializing. As they do that, and do it properly, they get things done in the community. And when they do, they become more respected, they have more prestige, and they enjoy all the fruits that go with that.

We are asked how to do editorializing by other broadcasters. I always say a station can become a great radio station if it will crusade, as newspapers used to do, and have forgotten how to do, today.

**Q:** So we have a situation in New Haven, where the two newspapers have been opposing the expansion of off-street parking, and you have been advocating it. What has happened to off-street parking in those four or five years?

**A:** In these four or five years, the various things which we have recommended and supported editorially have come about. We campaigned for specific things which would make more parking facilities available. This included creation of a parking authority which had to be authorized by the state legislature and was the subject of a local referendum.

**Q:** Did the newspapers oppose the referendum?

**A:** They opposed the act authorizing a referendum brought up in the state legislature and other steps along the way. When we say the newspapers—to be literal for a moment, one newspaper, the larger circulation's afternoon paper, took the strong stand on these issues and the other newspaper may not have always followed suit, but it didn't disagree with it. So I think we're safe in putting it that way.

**Q:** Despite their opposition, did the bill go through?

**A:** It went through. Incidentally, this was not only an off-year vote, but a between-elections referendum. The public, nevertheless, came out in sufficient numbers to authorize the bill.

**Q:** Do you recall the vote, roughly?

**A:** The people voted about four to one in favor of establishing a parking authority. The total vote, which I think was somewhere around 15,000, may not sound impressive, but it was, in terms of the size of the community and for an election that was held in late summer or early fall—a special election. I think it illustrated that the station gave leadership and also that it was fighting for what the people really wanted.

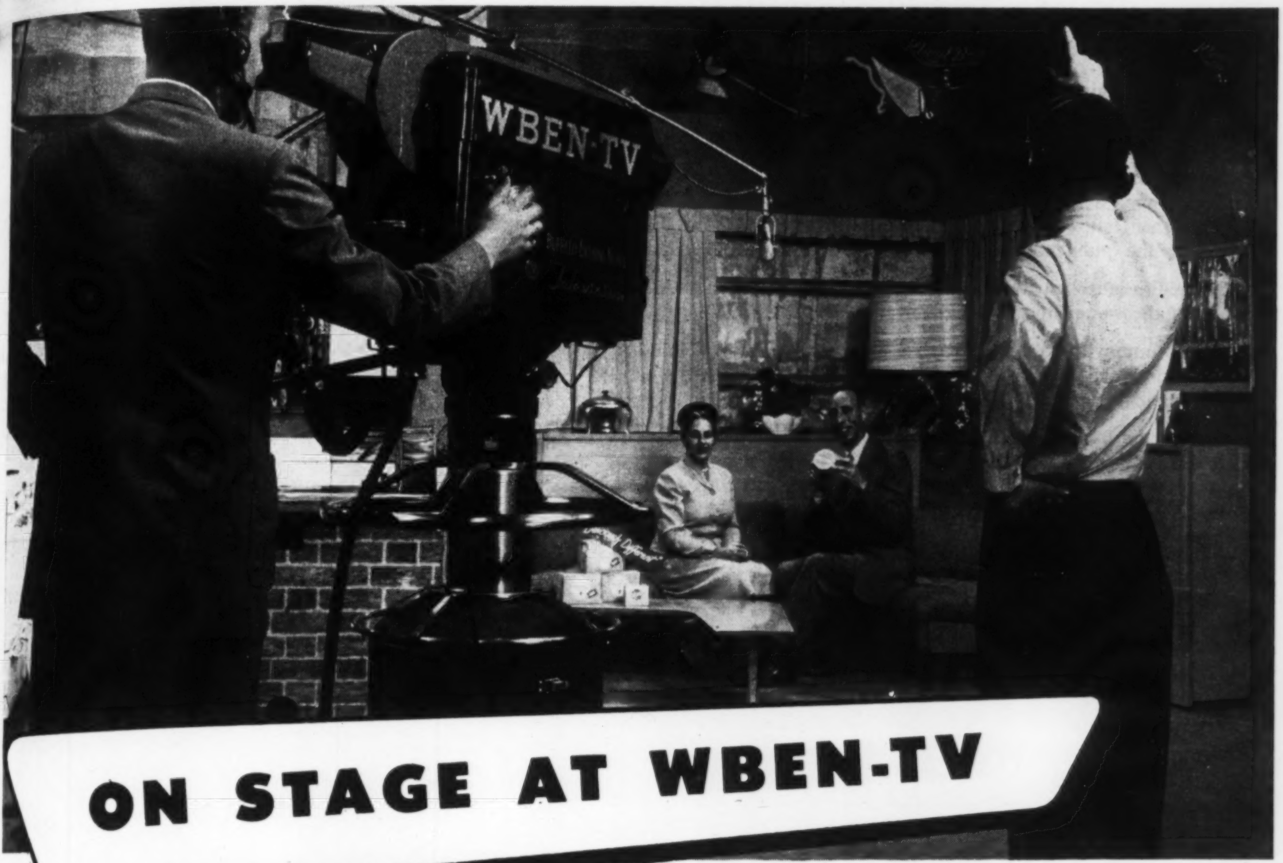
**Q:** Has there been any public reaction to your editorializing? Have you ever had any check on it in any way?

**A:** We've never checked it. I think it's like so many things concerned with broadcasting. That is, your acceptance and your audience reaction is the result of the cumulative effect of all the things that you do. We get a great amount of mail in which people thank us for the stands we take, and sometimes they thank us just for editorializing and for having the courage to editorialize . . .

**Q:** Well, do your advertisers react in any way? Do your advertisers object to editorializing? Do they approve of it?

**A:** You might ask two questions at once, because I think the answer would be the same, and I think you'll ask the other question sooner or later, and that is, does editorializing make enemies? Because I do get asked this at times by broadcasters. I think the answer to these two questions are one and the same. The practice of editorializing and of bringing about results builds the respect that you have in the community. The more respect accorded for your effectiveness in getting things done, for being an institution of stature in the community, the more advertising you get. I've never known of an advertiser in New Haven who has objected to our practice of editorializing.

**Q:** Have any of them ever sponsored any of your editorializing programs? Are they sustaining or sponsored?

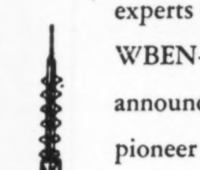


# ON STAGE AT WBEN-TV

On stage at WBEN-TV . . . and a crew of experts goes to work ! Experts because . . . WBEN-TV's well-knit team of directors, announcers and technicians have been with this pioneer station since its beginning in 1948. These TV veterans have had seven long years experience in the production of television commercials.

WBEN-TV scheduling assures enough rehearsal time for every commercial. Two fully equipped studios permit staging effects that are polished to perfection.

Standards like this cost no more, — that's why more and more time buyers buy WBEN-TV more and more often. Let quality production tell YOUR story in a quality way.



**7 of 10**

**WBEN-TV has seven of the 10 top rated multi-weekly shows in Buffalo. WBEN-TV also has the majority of the top 15 weekly shows, according to TELEPULSE.**

*in Buffalo-TV dollars count for more on channel 4*

**CBS NETWORK**

## WBEN-TV

**BUFFALO, N. Y.**

*WBEN-TV Representatives*

**HARRINGTON, RIGHTER and PARSONS, Inc., NEW YORK, CHICAGO, SAN FRANCISCO**

**A:** They're sustaining. That's the only way we would put them on.

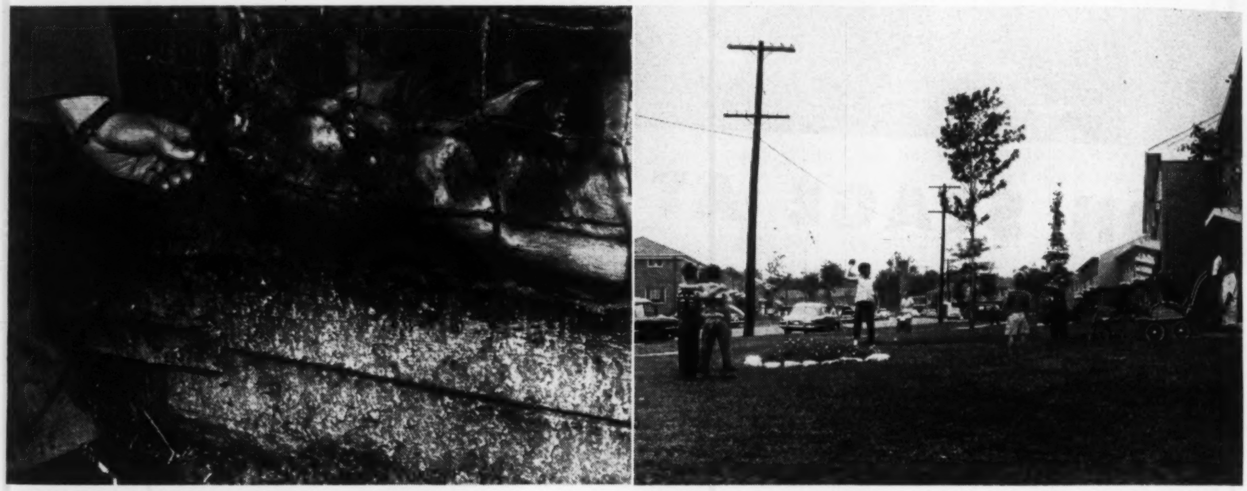
**Q:** I think we ought to get down to your specific form of editorializing. Do you have a period once a day, once a week, once a month? Do you have what would amount to the other fellow's viewpoint? A letters-to-the-editor period, where the public could comment? Just how is this done?

**A:** We editorialize an average of twice a week. When we do, we do it at the same time on each day that we editorialize.

**Q:** It's an immovable schedule? In other words, you don't permit a commercial to pre-empt time that you've set aside for editorializing?

**A:** It's not an immovable schedule in that we don't always have it on the same day. We do it when we feel we have something to editorialize about. We may editorialize on Tuesday of this week and also on Friday, and we may editorialize on Monday and Saturday of next week, depending on when we get . . .

THE PIGS MOVE OUT, THE PEOPLE MOVE IN



TANGIBLE EVIDENCE of radio's editorial power. When the city was slow to release a tract of land (used for a pig farm) needed for a public housing project, the station enlisted public support by broadcasting the pigs' grunts and the voices of people who needed the housing. The housing need was finally recognized.

**Q:** But it's always at the same time?

**A:** We always have it at the same time.

**Q:** What time is that?

**A:** We have the editorials at 7:30 and 8:30 in the morning. They're short. They're recorded in advance. I do them. I write them and record them the afternoon before. We have a standard introduction to them. Usually they follow a newscast. We have news headlines on the half hour. Then we have a distinct break to separate it from the news, and the introduction goes like this, "We take you now to the editorial room of WAVZ, your newspaper of the air, for a statement of editorial opinion by this station." Then I'm introduced as vice president and general manager of the station and I deliver the editorial for about two minutes, usually not longer than that, which fits with our type of format. There are stations that have longer talk programs on other things and might have longer editorializing if they do.

**Q:** How long is your overall period? A 15-minute news period, or five-minute news period?

**A:** This is not a part of a news period as such. We have news twice every hour. To clarify that, we have five minutes of news just before the hour. We have a minute of headlines on the half hour. It is after those headlines are over that we come in with the editorializing, rather than considering it a part of the newscast.

**Q:** You said 7:30 and 8:30. The mornings you have an editorial, do you repeat it both times?

**A:** Yes.

**Q:** Now, the second part of the question was, what about the other fellow's viewpoint? You will recall that in the revocation of the Mayflower decision the yardstick used was fairness and in amplifying that the Commission said there must be provision for the expression of opposite views at approximately the same time, that is, equivalent facilities. How do you take care of that?

**A:** We take care of it in quite a few different ways. It is our interpretation that the Commission was not requiring that a station which editorializes must set up an exactly identical slot at exactly the same time the next day to give the very same treatment of one or more conflicting points of view. The FCC in effect said the responsibility of the licensee is to use fairness and to take positive steps to attempt to bring all other points of view before his microphone.

In many cases in which we editorialize the other points of view have already been brought before our microphones. For one thing we take out our portable tape recorders a fair bit and we have on the air the voices of people who are doing things in the community, public officials and representatives of different organized groups who are taking positions on matters of public interest. Most often their points of view are expressed before our own is, as a matter of course, and it isn't necessary in many instances for us to ask for a specific attempt to answer the editorial.

However, it's our responsibility to see that the other point of view is brought out, and if we don't find it has been, we go to the most articulate proponents that we know of and ask them for a statement, a recording, or whatever is appropriate in the instance. We'll usually put it in newscasts that come on around that time and we would probably identify it with the editorial position that was taken.

**Q:** What sort of ratings have you been getting, as against your competition and as against other programming on the station?

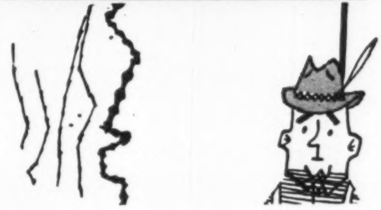
**A:** I can't answer what sort of ratings editorials as a unit have

# WORKING PARTNERS

**FRANK HEADLEY,** President
**DWIGHT REED,** Vice President
**FRANK PELLEGRIN,** Vice President
**CARLIN FRENCH,** Vice President
**PAUL WEEKS,** Vice President

RADIO H-R TELEVISION, INC.
TELEVISION
REPRESENTATIVES, INC.

We have a creed! It is also a promise. A promise mutually agreed upon by the original working partners who founded this firm, and by all those who have joined with us over the years as we have grown. We believed then, we believe now, that any station owner and any buyer of time, is entitled to the services of a representative who can, and will, "Always Send a Man to do a Man's Job." That's our creed! That's our promise!



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OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

6253 Hollywood Boulevard
Hollywood 28, Calif.
Hollywood 2-6453

155 Montgomery Street
San Francisco, Calif.
YUkon 2-5701

416 Rio Grande National Bldg.
Dallas, Texas
Randolph 5149

101 Marietta Street Building
Atlanta, Georgia
Cypress 7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
Justin 1601

## STATIONS TELECASTING U. P. MOVIETONE NEWS

| | |
|---|---|
| KOB-TV | Albuquerque, N. M. |
| CKVR-TV | Barrie, Ont. |
| WAFB-TV | Baton Rouge, La. |
| WBZ-TV | Boston, Mass. |
| WNAC-TV | Boston, Mass. |
| CKX-TV | Brandon, Man. |
| INR-NIR | Brussels, Belgium<br>Stations also at:<br>Antwerp, Liege |
| LR3-TV | Buenos Aires, Argentina |
| CHCT-TV | Calgary, Alta. |
| CMJL-TV | Camaguey, Cuba |
| YVLV-TV | Caracas, Venezuela |
| WCSC-TV | Charleston, S. C. |
| WCHS-TV | Charleston, W. Va. |
| WBTV | Charlotte, N. C. |
| WGN-TV | Chicago, Ill. |
| WKRC-TV | Cincinnati, O. |
| WXEL | Cleveland, O. |
| WFAA-TV | Dallas, Tex. |
| WHIO-TV | Dayton, O. |
| WTVP | Decatur, Ill. |
| KBTV | Denver, Colo. |
| KLZ-TV | Denver, Colo. |
| CFRN-TV | Edmonton, Alta. |
| CBHT | Halifax, N. S. |
| CHCH-TV | Hamilton, Ont. |
| WHP-TV | Harrisburg, Pa. |
| WGTH-TV | Hartford, Conn. |
| CMQ-TV | Havana, Cuba |
| WISH-TV | Indianapolis, Ind. |
| WJAC-TV | Johnstown, Pa. |
| CKRS-TV | Jonquiere, Que. |
| CKWS-TV | Kingston, Ont. |
| CKCO-TV | Kitchener, Ont. |
| BBC | London, England<br>Stations also at:<br>Aberdeen, Belfast,<br>Birmingham, Brighton,<br>Cardiff, Edinburgh,<br>Isle of Man, Isle of Wight,<br>Manchester, Newcastle,<br>Norwich, Plymouth |
| CFPL-TV | London, Ont. |
| KTLA | Los Angeles, Calif. |
| WMTV | Madison, Wis. |
| CMGQ-TV | Matanzas, Cuba |
| WMCT | Memphis, Tenn. |
| WHBQ-TV | Memphis, Tenn. |
| XEW-TV | Mexico City, Mexico |
| XHTV | Mexico City, Mexico |
| CKCW-TV | Moncton, N. B. |
| TM-C | Monte Carlo, Monaco |
| CBFT | Montreal, Que. |
| CBMT | Montreal, Que. |
| JOCK-TV | Nagoya, Japan |
| WSM-TV | Nashville, Tenn. |
| WDSU-TV | New Orleans, La. |
| WABD | New York, N. Y. |
| WPIX | New York, N. Y. |
| JOBK-TV | Osaka, Japan |
| CBOFT | Ottawa, Ont. |
| CBOT | Ottawa, Ont. |
| RDF | Paris, France<br>Stations also at:<br>Lille, Lyon-ville,<br>Marseilles, Metz, Strasbourg |
| WEEK-TV | Peoria, Ill. |
| CHEX-TV | Peterborough, Ont. |
| KDKA-TV | Pittsburgh, Pa. |
| CFPA-TV | Port Arthur, Ont. |
| KLOR | Portland, Ore. |
| WPRO-TV | Providence, R. I. |
| CFCM-TV | Quebec City, Que. |
| CKCK-TV | Regina, Sask. |
| WTVR | Richmond, Va. |
| CJBR-TV | Rimouski, Que. |
| PRG3-TV | Rio de Janeiro, Brazil |
| RAI | Rome, Italy<br>Stations also at:<br>Florence, Genoa, Milan,<br>Turin-Eremo, Venice |
| TELESAAR | Saarbrucken, Saar |
| CHSJ-TV | St. John, N. B. |
| CJON-TV | St. John's, Newf. |
| KWK-TV | St. Louis, Mo. |
| KTVT | Salt Lake City, Utah |
| KENS-TV | San Antonio, Tex. |
| KFMB-TV | San Diego, Calif. |
| CMHQ-TV | Santa Clara, Cuba |
| CMKU-TV | Santiago, Cuba |
| PRF3-TV | Sao Paulo, Brazil |
| CFQC-TV | Saskatoon, Sask. |
| CJIC-TV | Sault Ste. Marie, Ont. |
| WRGB | Schenectady, N. Y. |
| KOMO-TV | Seattle, Wash. |
| KTBS-TV | Shreveport, La. |
| KELO-TV | Sioux Falls, S. D. |
| CKSO-TV | Sudbury, Ont. |
| CJCB-TV | Sydney, N. S. |
| KTNT-TV | Tacoma, Wash. |
| JOAK-TV | Tokyo, Japan |
| WSPD-TV | Toledo, O. |
| CBLT | Toronto, Ont. |
| KOTV | Tulsa, Okla. |
| CBUT | Vancouver, B. C. |
| WTTG | Washington, D. C. |
| WTRF-TV | Wheeling, W. Va. |
| CKLW-TV | Windsor, Ont. |
| CKNX-TV | Wingham, Ont. |
| CBWT | Winnipeg, Man. |
| WSJS-TV | Winston-Salem, N. C. |
| S.G.P.O. | Zurich, Switzerland |

the
whole
globe
watches...

# UNITED PRESS MOVIETONE NEWS

The British Broadcasting Corporation has contracted for United Press Movietone News.

The agreement calls for newsfilm coverage in every part of the world. It is the most comprehensive news-pact in television history.

The exacting BBC's choice enlarges the pattern of preference for U. P. Movietone.

The CBC carries U. P. Movietone to every station in Canada. Such other national networks abroad as RDF, INR and RAI telecast UPMT to the whole of France, Belgium and Italy. Still other chains and stations show it to the bulk of viewers in Mexico, Cuba, Brazil, the Argentine, Venezuela, Japan, Monaco, the Saar, Switzerland. In the United States, of course, it has from the start been a runaway favorite. The whole globe watches United Press Movietone News. It's the one world-wide service.

Inevitably so, as a glance at UPMT's methods and means makes clear. UPMT rushes out its film story by story, with teletyped scripts that keep every clip up to the minute, plus a 24-hour newswire constantly in support. It has more newsmen, more cameramen, more facilities – processing plants in New York, Washington, Los Angeles, London, Paris, Sydney – and in reserve the largest library of newsfilm in the world. It delivers more stories – including more sports – and more footage – and faster. It does a better job and a bigger job.

And stands ready to do that job for your station.

**UNITED PRESS**

been receiving, just because they're such a short space time that no rating service answers that. Our station ratings for the morning period in which they're on and for the all-day period have climbed into domination of our market and I would attribute part of the credit for this to editorializing. I would add this, that like everything else in broadcasting, editorializing helps, but it isn't effective unless all the other elements of good broadcasting are there, too.

**Q:** You mentioned your all-day-long operation. I understood you earlier to say that you put on these editorials, when you use them, at 7:30 and 8:30. Do you run the same editorial all through the day?

**A:** We only run them at 7:30 and 8:30. What I said, I think, was that our ratings indicate domination of our area, not only in the morning period in which they're on, but all through the day. I'm trying to show that this is just part of a cumulative picture and I can't quite come out and say that because we editorialize we've got the top Hooper and the top Pulse.

**Q:** You describe WAVZ as the newspaper of the air, a very good slogan. But you say that your editorializing is confined to fairly local issues. Now, you're not horizontally competitive with the newspapers, which editorialize on everything under the sun. So you're a local newspaper of the air. But you're not strictly competing editorially with the local newspapers. Is that right?

**A:** That's pretty much right. I said our editorializing was almost exclusively on local issues. We've had some on national issues. I should make this clear. We are not editorializing for the sake of competing with the newspaper in our editorializing. We are editorializing because we believe it's one of the things that makes a radio station a keystone of its community. We believe that the points of view that we espouse help to make a better community. It happens that these views are quite often different from those of the newspaper and that makes the service that we perform that much more valuable. I think that this could be true in many other cities, and be equally valuable there. But we never take a point of view just because that view would be in conflict with the paper. In fact, there have been rare occasions when we have agreed with editorials in the paper and said so. A further point is that our interest as a thousand-watt station is in expressing views for that area. If ours were a 50,000-watt station, covering many states, I think that we might express views on much broader situations. However, I think the greatest editorial contribution is on local topics. Often it takes courage to bring about action or change locally, as opposed to comment on far-off parts of the world.

**Q:** Are there any subjects you are afraid to touch in an editorial?

**A:** There are no subjects that I would be afraid to touch by radio which would be acceptable and considered in good taste in any medium.

**Q:** When you take a position during a local election on the mayoralty, would you advocate the election of a candidate because you feel that his platform is better suited to the needs of the community as against those of his opponents?

**A:** We have taken a position in three local mayoralty elections, that being the number of elections that have been held in New Haven since we have been there. The position we took was not one reflecting an interest in a particular political party, but it was one endorsing a particular candidate for mayor. In each instance, when we were editorializing for him, we mentioned that one of the reasons why we felt it particularly important for us to editorialize was that the newspapers were not giving full and fair treatment to the statements that this candidate was making in running for mayor.

**Q:** In each of the three elections, were the newspapers opposed to your candidate? Did they support the rival candidate, and who won?

**A:** They supported the rival candidate. There've been three elections. In the first of these elections the incumbent, who was supported by the newspaper, won.

**Q:** You supported his opponent.

**A:** We supported his opponent. In the second election, the incumbent won again by two votes out of about 68,000. In the third election, the man whom we supported was elected with a margin of several thousand.

**Q:** Against the man who was supported by the newspapers?

**A:** That's right.

**Q:** Now, as a tangible evidence of how public service pays off, can you cite us some recent specific example, an experience that you've had?

**A:** We've just completed a week of the highest local billings in our history during what should be one of the slowest months of the year. We attribute this to the public reaction to intensive broadcasting of the flood disaster that struck the area around New Haven. We had reporters in Waterbury, Ansonia and other towns in which the flood wreaked havoc; we kept in communication with more remote areas, and roused the public to what was happening and helped to coordinate rescue activities. The result has been that we've had to have an additional switchboard operator the last week to handle all the calls that have come in because the public has in effect considered us as an agency administering emergency service.

**Q:** Following your broadcasts in connection with the disaster, did you receive anything in the way of tangible evidence of public appreciation?

**A:** Well, it's still so early that people are digging out more than anything else. But this last week the Rotary Club, at its meeting, expressed commendation to our news editor who coordinated the reporting of that day.

### COMMENDATION AND DOLLARS

**Q:** So, your disaster coverage brought you commendation as well as dollars?

**A:** Yes, we've learned on a number of occasions that the two can go hand in hand. We had record high billings partly because we had so much new over-the-transom business that came in unsolicited and reflected the further enthusiasm and interest of local advertisers in the station. It's too early to have any indication of audience ratings as a result of that. But the fact that our telephone has been ringing so continuously indicates that the public has identified us with public service in time of disaster.

**Q:** About these telephone calls, can you estimate how many of them were calls asking for information and how many were calls just to say you're doing a swell job, and how many would be calls . . . ?

**A:** I would say that about 70% of the calls were persons either asking for information about the flood or volunteering their services for some specific emergency relief.

**Q:** Getting back to the editorializing *vis-a-vis* the newspaper situation, do the newspapers carry your program logs?

**A:** They do not.

**Q:** Do they carry the logs of any other stations?

**A:** They carry the logs of the New York City stations—70 miles away—and traditionally, going back prior to our ownership of WAVZ, the local newspapers have not recognized the existence of New Haven radio stations. It's only been in the last year that they have been willing to accept advertising from us, or advertising from

MILE HIGH
VIEW OF GREAT SMOKY MOUNTAINS NATIONAL PARK
THE HIGH RIDGE IS THE N. CAR.-TENN. STATE LINE

## THE GREAT SMOKIES... *where trees and men grow tall*

In Great Smoky Mountains National Park, high on the North Carolina-Tennessee border, you'll see the loftiest peaks in the East, majestic reminders of an America that used to be.

Known for its superb scenery and magnificent flowering, it is the culminating point of the Appalachian Mountain system and our most visited national park. Its 700 square miles boast almost as many species of trees as are found in all of Europe. Ideal climate and soil have produced giant plant specimens — rhododendrons over thirty feet high and grape vine stems five feet in circumference.

The land has spawned giants among men as well. Here you'll find the ancient dwellings of the mountain people — the independent, self-reliant breed that left the Old World seeking freedom and found it in the Appalachians. From this pioneer stock descended great figures in America's history — Davy Crockett and Daniel Boone, John Calhoun and Andy Jackson, Sam Houston and Abe Lincoln.

Other mountains may provide greater peaks . . . but none has supplied greater men.

***Free*** **TOUR INFORMATION** — Ask for our United States Map featuring the National Parks and Monuments. If you would like to drive to any of the National Parks, let us help you plan your trip. Write: Tour Bureau, Sinclair Oil Corporation, 600 Fifth Ave., New York 20, N. Y.

**SINCLAIR Salutes the Garden Club of America...**

for 42 years of successful accomplishment in stimulating the knowledge and love of gardening among amateurs, in aiding in the protection of native plants and birds, and in encouraging civic planting; and especially for their educational program in conservation and horticulture, and for promoting a full appreciation of our National Parks and Natural Resources.

**SINCLAIR**
*A Great Name in Oil*

1ST in
POWER
LISTENERS
PROGRAMMING
WILS
5000 WATTS

IN THE LANSING MARKET

COVERING NEARLY 300,000 RADIO HOMES IN 0.5 M/V AREA

★ LANSING'S ONLY 5,000 WATT STATION

★ FEB. '55 HOOPER SHOWS WILS WAY AHEAD IN MORNING, AFTERNOON AND EVENING PERIODS.

★ LANSING'S ONLY INDEPENDENT MUSIC, NEWS, AND SPORTS STATION

CALL VENARD, RINTOUL, McCONNELL, INC.

LANSING, MICHIGAN

MUSIC • NEWS • SPORTS

any client mentioning the station call letters. They will not print our logs, but they print those of New York stations.

**Q:** Have you ever felt any pressures because of your editorializing?

**A:** What sort of pressures?

**Q:** Has anyone ever tried to keep you from editorializing? Have there been any indirect effects? Has any advertiser ever said anything to you? Or, has any advertiser ever been confronted by the newspapers?

**A:** We have never, to my knowledge, lost any advertising as a result of editorializing. I think that we have gained in advertising because we do editorialize and because we are recognized as a station of stature in the community. We have received pressures against editorializing. The most dramatic one was the day of the first editorial on the first mayoralty campaign in which we took a stand. On that day a politician—not one of the top leaders in his party, but still one of the active politicians in the campaign for the opposing candidate—came in accompanied by several of his assistants and put on an intimidation scene. He had one man go to a telephone and say, "Call our office. Tell them to monitor this station. We'll get to all their advertisers." He expressed himself very forcefully as demanding that our editorializing better stop.

**Q:** Did that affect you or influence your policy?

**A:** We ran an editorial the next day, as had been our intention, and that brings up the point that if you ever back down when you take a stand that you know is right, you're licked. But when you know you're right, and you're questioned on it, the best thing you can do is to keep on fighting because that's the only way you win. If you ever back down, you're considered a weakling in your community and everybody will try to push you around.

This was a demonstrative act by one of the politicians down on the lower rungs of the ladder, but the next day, or within a few days, we received a request from the Corporation Counsel of the city, who was an adviser to the incumbent mayor who was running against the candidate we advocated. He stated that he had no quarrel with our editorializing but he asked for equal time to answer all the editorials which we had had on the air.

**Q:** Did he get it?

**A:** We sent him a letter to make our position of record, in which we said that we recognized no inherent obligation to give him equal time, because they had had access to our microphones in forums which they had been on, in newscasts in which the recorded voice of the candidate had been on the air, in the news releases that they had given us, and also in the paid broadcasts which they had sponsored. We said we recognized no obligation, but in order to lean over backwards in the interest of fairness, we would be prepared to give them time for specific answers.

We also pointed out that we had the further right to answer anything which they would say in these broadcasts. We said that their use of that time would be restricted to the three top officials of their party, because we didn't want the station belittled by their sending anyone of lesser rank. They didn't take up our offer. I think they decided in review that they did have all the access to the microphones that they wanted.

**Q:** Then your news policy is completely impartial, but you take a stand on anything that strikes your fancy in editorializing.

**A:** That's right. That's the only way that you can operate any news department. Your news must be free of bias and must bring out all points of view.

**Q:** Have any of your editorials aroused the public or gotten the reaction that you were after?

**A:** Several of them have. One of our most dramatic campaigns, which was known as "Pigs or People," dates back a few years. This was our series in favor of a new moderate rental housing project in New Haven. The background on this is that the New Haven Housing Authority had been working for about a year trying to establish a new moderate rental housing project. The need for it was evidenced by the fact that they had more applications on record than this new project would provide housing for. It hadn't been built because they didn't have available land, and the question was being bucked back and forth from one city agency to another without providing them with the land. After a year of pigeonholing we came out with this series.

**Q:** Why was it called "Pigs or People?"

**A:** The reason it was called that was that we found that one tract of land, which the housing authority had its eyes on, but which the city had not acted on, was used as a city pig farm and the garbage collections were brought out there. You can do things with radio editorializing that you can't do with any other medium, and we recorded right into the text of the editorials the voices of some of the people who were hoping for housing there, and also the grunts and groans of the pigs on the farm.

**Q:** Did the newspapers take a stand?

**A:** Well, the newspapers have had a traditional stand against any extension of public housing. I don't recall whether they specifically opposed this project but they have opposed a number of public housing activities and this would have been the type of thing that was counter to their policy. We ran variations on this theme for four days. On the fourth day the mayor announced he was agreeing to friendly condemnation proceedings on this tract of land and the question which had been up in the air for nine months was resolved. There is now public housing there. The project is filled.

**Q:** Accommodating how many people?

**A:** Over 300 families?

**Q:** No pigs?

**A:** No pigs. The pigs have been removed. We've had other dramatic results too. In some we were the instigators; in others we played an important part. Our voice was loud and successful in bringing about reconstruction of a 75-year-old school in an underprivileged neighborhood where the cost to the city in delinquency and other ills was high. We were the first editorial voice to urge a change in New Haven's welfare after the Community Chest had failed for years. We called for a federation of all drives. Greater New Haven has a a United Fund, which is just that.

**Q:** What would you recommend to the broadcasters of the country in the way of editorializing? Do you suggest that they would find it advisable to go into a regular format of editorializing?

**A:** I think that every station that editorializes will gain by it. I would suggest a number of things. First of all, that there should be at least one person on the staff of that radio station who is competent to do at least the research for the editorializing. Quite often the news director on a station has the background and all the information that is needed. Whether he writes the editorials, or whether the general manager does, you need someone who is competent to dig out the information. Then, you must enter editorializing with the spirit of fairness and you must put it on in a way that fits in with the particular program format of the station that does it. A station that has 15-minute newscasts might have lengthy editorials. A station that has short news periods would probably have short editorials as well.

**Q:** Would you keep the editorial portion of the program un-sponsored as a statement of station policy? Or do you think it's perfectly all right to incorporate the editorial in a sponsored newscast?

**A:** I think it is preferable to keep it sustaining. But if a station wanted to incorporate it in a 15-minute newscast, I would think it feasible as long as it is made quite clear to any sponsor and to the public—because the public is concerned with these things—that this represents the viewpoint of the station ownership and not of anyone else.

There's one other thing that is good for stations to keep in mind. That is in connection with picking topics. It is wisest to pick topics in which the possibilities of bringing about corrective or constructive action are good. It is helpful in doing that also to find topics in which there is some group—whether it's a governmental agency or whether it's a group of interested citizens—that is favorably disposed and interested in carrying the ball on it. A radio station gives leadership but it doesn't carry out a program, and if there is an interested group to show what the citizen interest is in what you're talking about, the chances of action are that much the better.

I think a station should avoid editorials against sin, meaning editorials which just talk in terms of generalities rather than getting close to important, controversial matters.

**Q:** In other words you don't just editorialize for the sake of editorializing. You really have a mission. You've got something to talk about.

**A:** That's right. Now, there's one other point that we haven't touched on, which is that the right to editorialize isn't an inherent right of radio stations. It's a right of the public to hear all points of view on any given topic.

**Q:** But you still apply the First Amendment dealing with freedom of speech and freedom of the press as giving the basis to do that which you're doing, don't you?

**A:** Yes, that's right, but the basis for that and really for everything in the Bill of Rights is the right of the public to have those things, rather than just of the medium which is the vehicle.

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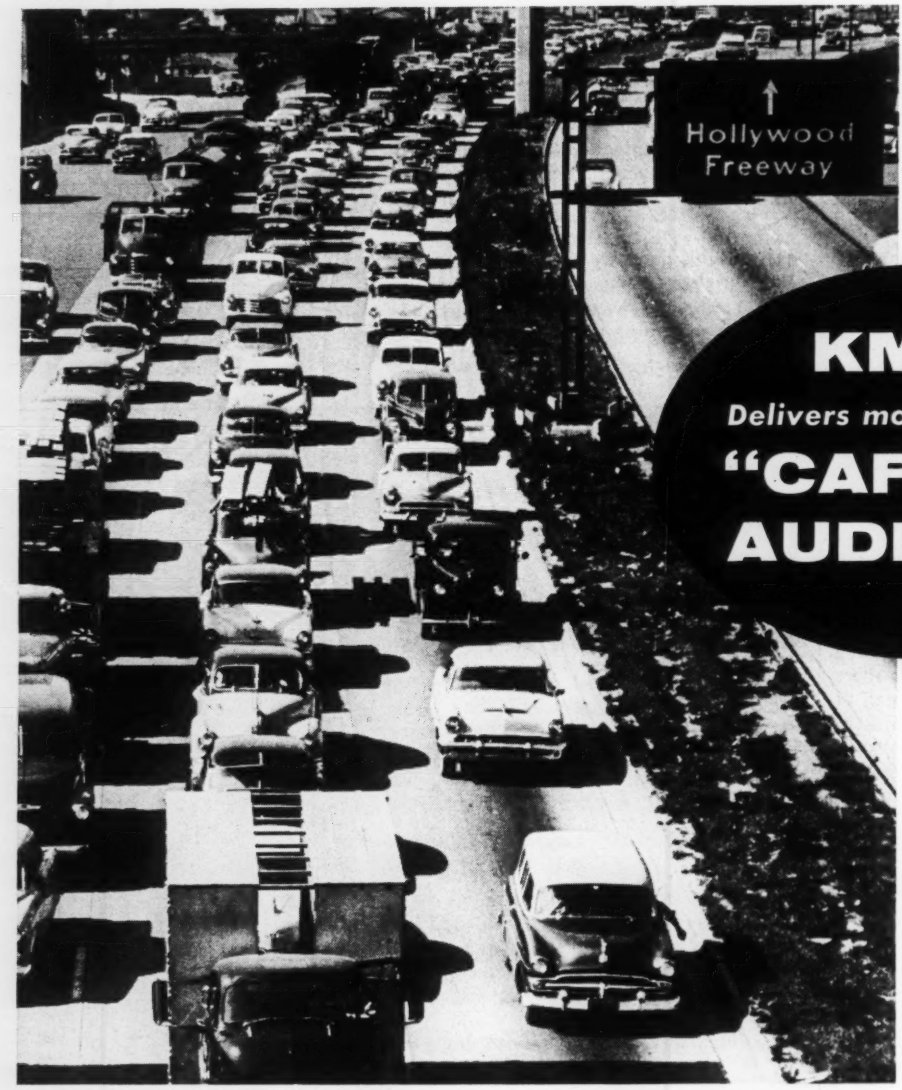
EMIL "FARMER" BILL TALKS WITH MORE FARM PEOPLE FOR MORE FARM PRODUCT ADVERTISERS THAN ANY OTHER PEORIAREA FARM PERSONALITY

FIRST in the Heart of Illinois
CBS RADIO NETWORK
WMBD
PEORIA
5000 WATTS

FREE & PETERS, Inc., Exclusive National Representatives



# KMPC

Delivers more of this vast

# "CAPTIVE"* AUDIENCE

* 3,199,904 automobiles are registered in the area served by KMPC — a vast Out-of-Home Radio Audience.

**than any other station in Southern California** — *Including all Networks!* **

** The Pulse "Los Angeles Metropolitan Area Out-of-Home Radio Audience — Summer 1955" shows KMPC far ahead of all other Los Angeles Stations.

▶ *A tremendous listening* **PLUS** *to the* **HOME** *Audience regularly tuned to* **KMPC**

**Another reason why your advertising dollar is worth more on...**

# KMPC

**LOS ANGELES, CALIFORNIA**
50,000 watts day 10,000 watts night
Gene Autry, President
R. O. Reynolds, Vice President & Gen. Mgr.

**REPRESENTED NATIONALLY BY A. M. RADIO SALES**

### IN THE SHADOW OF SEVEN TVS

# RADIO'S BOOMING IN LOS ANGELES

THE LATE SUMMER heat which set records in the Los Angeles metropolitan area has been no hotter than the summer-long rush of business which has been experienced by the 24 am radio stations in that market, judging from the jubilant reports of broadcasters, agencies and advertisers there.

And although the sunburst of summer selling has caused one radio executive to remark that "June is like November," the statistics being issued by stations indicate that the resurgence of radio in this huge metropolitan area is no summertime phenomenon. Individual stations say their 1955 business will run 10% to 25% above that of 1954. Several stations are kicking up their rate cards and advertisers have been jumping at available time like hungry trout.

These broadcasters are not all agreed on the factors that have loaded their schedules in this sprawling industrial (and agricultural) market of seven television stations right through the so-called summer "slump" period. Right now, they are too busy raking in the chips to look at the hole card. Radio executives estimate these two dozen stations will gross somewhere between $10 and $15 million this year—the variation depending on the enthusiasm of the station man doing the estimating.

There are some who will tell you that radio is being swept along by the sheer growth of the area itself, and they are bound to be partly right. The Los Angeles metropolitan area (Los Angeles and Orange Counties) has grown nearly five times over since 1940. It is the nation's third largest market, topped only by New York (five counties) and Chicago (Cook County), with a population of more than 5.1 million and retail sales of $6.6 billion last year. The average factory worker makes $85 a week and civilian employment has increased from 1.7 million in 1950 to 2,284,700 in July, according to the Security-First National Bank there, a gain of 30.5% during the five years compared with a 26.7% growth in population in that time.

The Los Angeles metropolitan area enjoyed around $10.1 billion civilian income in 1952, about 45% of the state total. Unemployment is at the lowest level since World War II, a total of only 70,400, or 2.99% of the total civilian labor force. Employment in manufacturing has gone up 68.8% in five years, but Los Angeles County still ranks first nationally in cash farm income. Homebuilding is up 10% over last year and home projects are good radio advertisers. Total building permits are up higher still.

Los Angeles' 24 stations are scattered among the city of Los Angeles (including Hollywood) and the immediately adjacent large population communities of Avalon (Catalina Island), Burbank, Glendale, Long Beach, Pasadena and Santa Monica. From here on it's hard to tell where the Los Angeles market ends and where it blends into such other Southern California markets as Lancaster, Oxnard, Ventura and Santa Barbara to the north; Pomona, Riverside and San Bernardino to the east, and Santa Ana and San Diego to the south. Each is a strong radio community in its own right.

And here is the second factor quoted by Los Angeles area stations as favoring radio. Los Angeles is a great cluster of distinct, dispersed and prosperous markets that only radio can reach cheaply for most advertisers, they say. In 4,084-sq.-mi. Los Angeles County, nucleus of the area, there are 100 unincorporated and 46 incorporated cities, each a market in itself and all so spread out that they immediately give away the secret to radio's strength in this

THE freeway complex in downtown Los Angeles is essential to the transportation system of the city, for transportation is primarily by automobile. Angelenos spend much of their time in their cars, hence constitute one of America's biggest automobile radio audiences.

*This is San Francisco...*

where after trying eight
weeks in another medium,
an apartment house development
is *back* in radio. To get
results and tenants!
Any other "prodigals"?

**KCBS**

**50,000 WATTS**

*Represented by CBS Radio Spot Sales*

locality. Television may deliver impact, these people say, but only radio can deliver mass circulation at the lowest cost per thousand of any advertising medium in the area.

Thus it is evident that the Los Angeles radio market does not stop at political boundaries. That market, for many of the 24 stations, actually is the Southern California market. From Santa Barbara north to San Diego and the Mexican border south, radio stations claim coverage of the vast area and overlap into each other's markets. But the Los Angeles outlets have the strategic advantage. They are in the middle.

One major Los Angeles independent, for example, shows prospective advertisers that in an eight-county area its daytime broadcasts reach almost 6.5 million people with buying incomes of more than $12 billion—a market of more than 2.2 million families, some 2 million-plus with radios. These 2.2 million families have 2.6 million cars and have an income of $5,451 per family, $1,866 per capita.

Total retail sales for the 14 Southern California counties in 1954 amounted to $9.5 billion (including $6.65 billion for the L. A. metropolitan area), compared to $15.4 million for the whole state.

Radio competition in the bigger Southern California area is friendly and the medium is promoted by a highly-active trade organization, the Southern California Broadcasters Assn. Under Frank W. Crane, SCBA is selling radio to prospective advertisers throughout the area where its 70 member stations serve 7.35 million people comprising 2.5 million families—a market growing by 300,000 persons each year and one larger in population than each of 42 of the 48 states. Mr. Crane feels that "this is a huge market only radio can cover effectively: . . . An advertiser would have to buy 380 newspapers to achieve the same coverage."

The third reason cited by Los Angeles people for radio's big bounce on the West Coast is the return of the "prodigal"—the advertiser who lusted after the television light-o'-love, plied her with money to ever-growing demands, and finally found he was better off with his first love, the tried and true radio station next door.

This situation, of course, is not necessarily peculiar to the Los Angeles market and requires little treatment here. However, what one West Coast station representative had to say is worth hearing. Tracy Moore, head of his own representative firm, said he felt "radio is coming to life again" and believes the Los Angeles market is strong.

"I think television's honeymoon is over," he said, adding, "The bride has to go out now and cook." As for the number of major advertisers who a few years ago took all their money out of radio and put it in television, he said, "They're finding out now they can't do without radio and are going back."

The fourth major factor in the mounting strength of radio in the Los Angeles area, and one which by no means can be overlooked, is the emergence of the automobile as a predominant force in Southern California culture, a situation which logically stems from the dispersal of these high-income families in dozens of cities and towns throughout the big market area.

Not only do Angelenos and others in the metropolitan area listen to their radios at home and at work, but they also tune in the sets in three-fourths of the 2.1 million cars which they drive daily, often for long distances, to work and to shop. Los Angeles has been called a market that lives on wheels. Of the 30,000 new cars delivered to dealers in the area each month, 98% now are radio-equipped. A used-car dealers' joke about prospective buyers is that they first check the auto's radio, not the engine.

West Coast radio executives add a plus of up to a fourth of the at-home radio audience because of the extensive use of the radio-equipped automobile for driving to work and shopping, and for visits to the beach and the mountains. All this outdoor living also means more portables are in use, they say. Normal auto rush hours (7-9 a.m., 4-6 p.m.) do not tell the whole story about the extent to which cars are used in this area of factory shifts and of women driving to shop all through the day, they say.

Several station operators cited the active automobile advertising as accounting for a big share of radio's prosperity there today. Others didn't feel it was a significant share of their sponsor rosters.

But for a market that moves on wheels, auto advertising must be significant and it is important to note that some major auto dealers put the biggest share of their budget into radio.

Howard L. Tullis, owner of his own agency which is a leader in placing local auto advertising, said his billings in this category run about $100,000 a month, of which 55% goes to radio, 35% to television and 10% to newspaper display.

"Television has priced itself out of the market and the only reason we use newspapers is because we can't buy enough good radio availabilities," he said.

Mr. Tullis spends 90% of his clients' radio money between 5 p.m. Friday and midnight Sunday since 80% of the auto sales are a family weekend purchase.

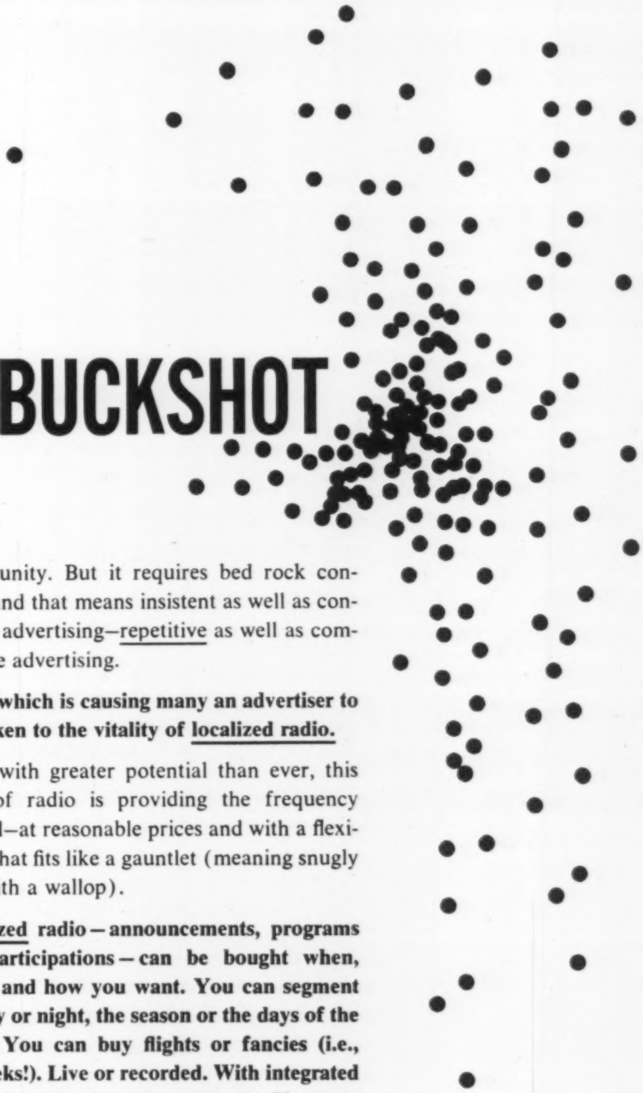
Hermina LuKacsy, timebuyer for M. B. Scott Inc., another agency whose local auto billings exceed $1 million yearly, said she has "very excellent results" in radio and spends 60-70% of her auto budgets in radio for various dealers handling Ford, Chevrolet, Pontiac, Buick and Lincoln-Mercury.

Miss LuKacsy uses spot radio on a saturation basis, "but definitely." She explained that "occasional spot is a waste of money." Her campaigns run throughout the week with heaviest use toward the weekend. Because of the keen competition in the auto sales picture at the present, she expects even better radio advertising months during this month and October.

Another agency, strong in Buick dealer accounts and placing about $100,000 annually, is that owned by James C. Killingsworth. He said he spent 70% of his auto money on radio in June, using about 10 Los Angeles area stations on a saturation spot and strip program (usually news) basis.

He described Los Angeles radio as "strictly a sellers market. I have a tough time getting good auto availabilities today and some of the stations are giving auto accounts only five or ten minutes protection from

# ONESHOT versus BUCKSHOT



Recently an ad-manager whose agency was presenting him the glories of a one-shot TV extravaganza asked, "Don't you still believe in frequency in advertising?" A good question!

**Frankly, with today's competitive markets, advertisers have to believe more than ever in frequency of impression. Today people have their minds on more things than ever before for the simple reason their minds have access to more things.**

For example, it takes only seconds to travel from Peiping to 10 Downing Street. At the same time hundreds of new products and advertisers are trying to crowd their way into these minds and leave an impression . . . and hitting these people once a week (much less on alternate weeks) with a message sandwiched in between no matter how many dancing girls is hardly sound advertising.

**Consistent advertisers are the only advertisers who can survive in this day of short-lived product loyalties, a situation that's doubled in spades by the fact that so much is being sold without benefit of "live" sales help; i.e., self-service.**

Advertising, therefore, has shouldered not only its biggest burden but also its biggest opportunity. But it requires bed rock concepts and that means insistent as well as consistent advertising—repetitive as well as competitive advertising.

**All of which is causing many an advertiser to reawaken to the vitality of localized radio.**

Now, with greater potential than ever, this kind of radio is providing the frequency needed—at reasonable prices and with a flexibility that fits like a gauntlet (meaning snugly and with a wallop).

**Localized radio—announcements, programs and participations—can be bought when, where and how you want. You can segment the day or night, the season or the days of the week. You can buy flights or fancies (i.e., 52 weeks!). Live or recorded. With integrated or dis-integrated announcements. You can change your message overnight.**

Localized radio—spot radio—is all yours to adapt and adopt and make work for you at the lowest price of any mass medium in history while it's at its circulation peak and its saturation zenith.

**Radio Division Of**
**THE KATZ AGENCY, INC.**
**NATIONAL ADVERTISING REPRESENTATIVES**

Write for this
FREE
GUIDEBOOK to
Effective Promotion
in EL PASO

Here's the complete story on the only station in the El Paso Southwest offering a comprehensive promotion program — in a three-color, eight-page booklet that's yours for the asking. Fully illustrated with special sections on Newspaper Advertising... Outdoor Advertising... On-the-Air Announcements... Merchandising Contacts... Newspaper Publicity... Direct Mail... P. O. P. Displays... Window Displays... Dealer Meetings... and Client-Agency Reports.

El
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Paso
Promotion
KROD-TV
EL PASO TIMES, INC.
RODERICK BROADCASTING COMPANY

KROD-TV
CHANNEL 4
CBS, ABC, DUMONT
EL PASO, TEXAS
National Representatives: THE BRANHAM COMPANY

Write Today

KROD-TV
PROMOTION DEPT.
P. O. BOX 1799
EL PASO, TEXAS

Please send me a free copy of "Effective Promotion in El Paso."

Name____________________
Company____________________
Address____________________
City______________State__________

CB-210 Transcription Turntable

A complete turntable ready to mount in cabinet or desk. Includes pickup arm, dual cartridge, dual sapphire styli, preamplifier with power supply, variable equalizer and the new popular CB-100 Gates 3-speed direct shift mechanism.

*Diamond stylus available at modest extra cost.

$275.00*

GATES

GATES RADIO COMPANY • QUINCY, ILLINOIS, U. S. A.

spots of other auto dealers. We used to get 30-minute protection.

"I buy $1,500 a month on KMPC Los Angeles alone but it's hard to get prime periods. Dan B. Miner Co. here, which also handles Buick, I understand by the grapevine has an open order with the station for any good auto spot that's available. KHJ Los Angeles the other day offered me the 5:30-5:45 p.m. news. It was the first good auto time open this year on that station."

Mr. Killingsworth has found the creative approach pays off in auto advertising. The one-minute spots placed by his agency are complete "dramas" such as a soap opera, Kentucky Derby or ball game in which the climax breaks into an unexpected off-beat promotion for a particular dealer.

Ed Lytle, vice president in charge of radio-tv for Western Adv. Agency, Los Angeles, sounded a note of caution to local radio stations not to go overboard on the commercial bonanza.

Commenting on the sizeable "lump of automobile listening" and citing an apparent trend that out-of-home listening "is fast overtaking the in-home variety as a prime factor in the almost phenomenal success of Los Angeles radio," the agency executive suggested that "there is a point of commercial saturation beyond which some stations should muster up enough courage to tack up the 'sold out' sign."

He said, "It behooves us as broadcasters and agencies to recognize the fact that once you break the listener's back with the almost unbroken chain of pitches you hear on the innumerable disc jockey shows around the town, you may never win him back. Idealistic? Maybe. But the truism is still true that if you lose listeners, you lose results and ultimately advertisers. Right now Los Angeles radio is riding the crest. Common sense will guarantee a long, healthy life."

George Anthony, media director of Stromberger, LaVene, McKenzie, commented on the personality of today's radio salesman. "The fellow has more confidence today. He seems to believe in what he is selling you. Gosh, a year or so ago they were a pretty sad looking bunch."

Recently he has used radio in identification campaigns for Mobiloil (General Petroleum Co.) employing taped interviews from the Indianapolis auto races and frequently buys time for Mobiloil and Mobilgas sponsorship of unusual auto or marine race events. He said he soon will be using radio plus newspapers in a new promotion for Monarch Foods, an old line which has limited distribution in the area. "We wouldn't plan to use radio if it wasn't good," he said, mentioning particularly the 20-25% plus which the out-of-home audience constitutes in local radio.

Benton Paschall, who also has his own Los Angeles representative firm, told B•T: "Here the temperature is 108° over the weekend and I think Los Angeles radio is hotter than the weather. Since 1952 the tempo of the Los Angeles and entire Southern California picture has increased most noticeably to a faster rhythm.

"National spot business has been slower in radio outside of Los Angeles on some stations. Those stations, and not necessarily

# WGN

## *A Clear Channel Station . . .*
## *Serving the Middlewest*

This is a phrase which has appeared in WGN's logo for many, many years . . . so many years that we want to re-emphasize its full meaning and importance.

WGN reaches more homes than any other Chicago advertising medium. WGN serves not only the city, but the small towns and farms throughout the middlewest.

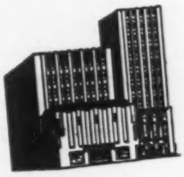
No other station shares the 720 spot on your radio with WGN . . . and through the years of service, middlewesterners have come to expect the best in information and entertainment at 720 on their radios.

When you place your advertising on WGN, you're not only using the station which reaches more homes—but a station which people depend upon and believe in. You buy quality of listening which is so important to the success of your advertising.

*A Clear Channel Station*
*Serving the Middle West*
MBS

WGN

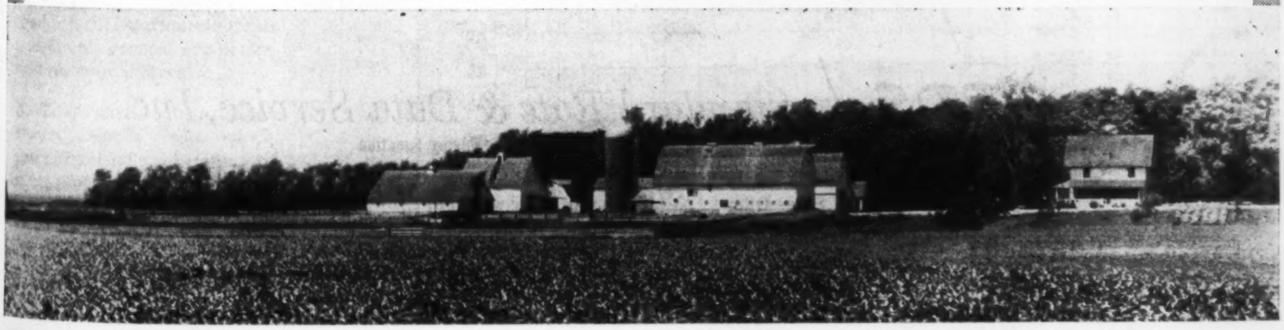
**Chicago 11**
**Illinois**
**50,000 Watts**
**720**
**On Your Dial**



**Chicago Office: 441 N. Michigan Ave., Chicago 11**
**Eastern Advertising Solicitation Office: 220 E. 42nd Street, New York 17, N. Y., for New York City, Philadelphia and Boston**

Representative: Geo. P. Hollingbery Co.

Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street



# *How Service-Ads help agencies select TV markets and stations*

WISCONSIN
WISN-TV
ABC (Basic)--DuMont Networks
LOOK
NOW
THE BIG TOP
In Milwaukee TV
12
top tower
top power...
top programs
Represented Nationally by Edward W. Petry Company, Inc.
TOWER—1105 ft. • POWER—316,000 watts • NETWORK—ABC & DUMONT

*WISN-TV purposely positions its Service-Ad next to its listing for your convenience when using SRDS.*

The Service-Ads that hundreds of stations place in *Standard Rate* help advertisers and their agencies by giving them more of the kind of information they are looking for ... *when they want it.* They are called Service-Ads because they offer *service* information in a *service position.*

***an agency man says***

"We are continually adding new TV markets ... what we keep watching for is favorable TV situations for a client in markets we think he might be interested in; improved set saturation; suitable, well-rated programs on stations with good coverage, etc. ..."

**SRDS** *Standard Rate & Data Service, Inc.*

**The National Authority Serving the Media-Buying Function**

ABC ABP MPA NBP

Walter E. Botthof, Publisher, 1740 Ridge Ave., Evanston, Ill.
Sales Offices: New York, N. Y. • Evanston, Ill. • Los Angeles, Cal.

*8 exclusive ways Service-Ads in SRDS can help you*

*1.* They provide useful information that expands the listed data; make it quickly available to you in client meetings, or when you're working late at the office or at home weekends.

*2.* They give you the gist of a market or medium story, helping you recall all the information you have absorbed from literature and from representatives.

*3.* They boil down facts to simple terms that you can extract and include in your media proposals.

*4.* They give you the story fast when you are entering a new market, or preparing a schedule for a new account.

*5.* They give you a handy "file" of media information and protect you against the inadequacies of central filing systems that may be unable to supply what you want when you want it; or worse, may contain only out-of-date material.

*6.* They give you information at the very time you seek it, and do not intrude or ask for attention at any other time.

*7.* They give you quick access to additional information when a medium's general promotion arouses your interest.

*8.* They give you a "last chance" source from which you can get a final briefing on a medium's story before you make your final decision.

price cutters, have increased national spot business by more merchandising, closer supervision by alert management and by follow-up on new orders which assured renewals in most cases.

"I find advertising agencies in the past year are once more listening eagerly to representatives and their station success stories. Radio is so good a buy that if the salesmen keep interested and study their own station they will have little trouble in the Southern California market."

He cited three important s's in radio success: Shoe leather, showmanship and service.

William Jaynes, formerly head of his own agency and newly chosen to manage Empire Adv.'s all-Negro department, said advertisers and stations have been overlooking "lots of bucks" in the skyrocketing Negro advertising market. He said he presently is getting "very excellent results" for a list of national and regional advertisers on KOWL Santa Monica, KPOP and KGFJ Los Angeles and KALI Pasadena.

He deplored the "minstrel" approach of some disc jockeys who claim the colored

## A MOVER'S RIGHT MOVE: INTO RADIO

RADIO has played a major role in the success of Republic Van & Storage Co. since its founding in 1946. Executives credit the medium with being instrumental in building the Los Angeles company into one of the top 10 independently owned nationwide moving concerns.

Long recognizing the impact of radio advertising, Paul Smith, president, first tested its use in a modest way through spot announcement schedules on Los Angeles stations.

A total of $5,200 was spent on the medium during the firm's first year of operation. Gross income that year was more than $250,000, better than had been anticipated. Company executives increased its radio appropriation the following year to around $10,000. Again the gross rose accordingly.

By 1950 the company had grown surprisingly fast. Branch offices were established in key cities across the country. The yearly income had risen to well over a million dollars too. The radio advertising budget was now more than $17,000.

An organized advertising department, headed by an experienced man with radio know-how, was now needed. Advertising up to this time was handled by Mr. Smith and other company executives.

Jerry Lawrence, Los Angeles announcer, won the new assignment. In the four years since he took over advertising reins, yearly radio appropriations and gross incomes have tripled. Company executives approve his policy of concentrating on radio. That appropriation is in the neighborhood of $70,000 for 1955.

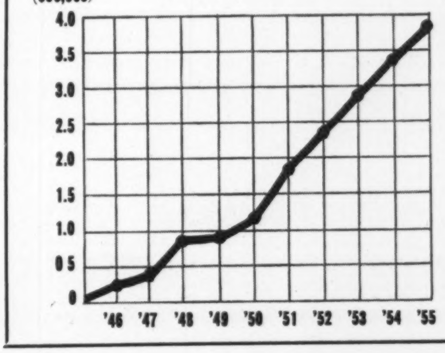
Besides creating new slogans to catch listener's attention, Mr. Lawrence introduced jingles in place of straight commercials. He set up a schedule of twice-daily newscasts on classical music station KFAC Los Angeles to reach a special segment of population. For an entirely different group Republic took over sponsorship of a Western variety program on KXLA Pasadena. Expanding coverage to reach an entirely different class of listener, the Santa Anita races were sponsored on CBS Pacific Radio Network stations. And to "hypo" the lax winter moving months, this varied schedule was augmented with a spot campaign on local disc jockey programs.

Success of the Los Angeles operation made it obvious that similar programming should be used in other markets. Hence Republic bought time on KGO and KJBS San Francisco, KROW Oakland, KRAM and KROK Las Vegas, sponsoring varied programs and amplifying them with spot announcement packages.

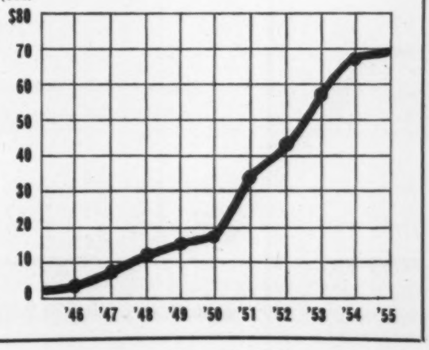
Republic used its first radio to advertise the firm's eastern operation in 1954, concentrating in the Portsmouth, Va., area where it has large offices and warehouses. Following its successful west coast policy, Republic sponsors programs on WAVY and WLOW Norfolk, Va., supplementing them with spot campaigns. However, during the summer months, the firm was forced to temporarily suspend this latter campaign because it brought more business than could be handled at the time.

Besides Los Angeles headquarters, Republic maintains full offices in such California communities as San Diego, Avalon, Santa Ana, San Bernardino and Oakland. Cross-country, they are located strategically in New York, Chicago, Dayton, Salt Lake City, Las Vegas. Others are in Arlington, Norfolk and Portsmouth, Va.; Chester, Pa., and Hillside, Ill. Republic, in addition, has agents in all other principal cities.

GROSS INCOME



RADIO BUDGET



audience, commenting they only are antagonizing their market. "Radio's biggest and most common mistake," he said "is to assume Negro programming should be one of two extremes—religious or hilarious as hell, with no middle ground. Too many stations around the country have very poor standards for Negro disc jockeys."

Of the quarter-million Negroes in Los Angeles, 60% of the adults are employed, Mr. Jaynes said, emphasizing a high per-family income and spending.

The Los Angeles outlets represent a variety of program formats and commercial policies. There is a strong trend to spot on the part of both local and national accounts, with emphasis on the saturation technique. Some of the stations are specializing in music-news-sports, others middle ground popular music or classical, some Spanish-language and Negro.

Without exception, all 24 am stations reported business good this year and better than last. Fm, however, is another story. There are about a dozen additional fm outlets in the area, most duplicating their parent am outlets. The handful of fm independents are struggling, a couple making ends meet via storecasting or background music type operation, the others subsidized by outside business sources.

William Baxley, commercial manager of ABC's own Los Angeles outlet, KABC (5 kw on 790 kc, directional night), said that billings now are 50% more than pre-television days. "Radio and television can grow together, there's no doubt about it," he said.

He recalled radio had rough going about 1950 when the glamor of tv hit, but advertisers who went all-tv are now coming back to radio. He observed that today's average radio audience equals or is higher than that of the old top network attractions.

Locally he cited industry's rapid growth as a plus for radio. "There isn't enough prime television time available because of network accounts," he said, and "local television costs are too high for many even if time were to be had." Mr. Baxley said on a cost-per-thousand basis, radio remains the best buy. KABC, he said, tells prospective advertisers the average cost per thousand should run about 50 cents, depending on time and program, with some buys running as low as 13 cents.

William D. Shaw, general manager of CBS' owned-outlet there, KNX (50 kw fulltime on 1070 kc), estimated the top eight or nine stations in the market "will do the cream" of the total gross this year, but felt there is lots of business for all. He said the $15 million estimate is "too optimistic" for the overall take.

Mr. Shaw estimated KNX would lead in gross this year although it would rank only sixth in spot sales. He felt KFI (NBC) probably would run second on gross with KLAC the top independent in gross sales and KMPC the leading independent in net revenue. He said a station should never be sold out. "If it is, its rates are too low," he said, indicating "the SRO sign scares business away. You may need it tomorrow."

The CBS executive said KNX will increase its rates soon and the Columbia Pacific Radio Network is planning slight increases in the nature of adjustment and simplification.

KNX's local business this year is up about 30% over last, Mr. Shaw noted, with regional network up 7% and national spot up about 3%. He noted national spot has come back strong after a weak first quarter. His failure to mention network figures brought speculation it is off slightly over last year.

"1953 was the biggest year in the history of the company, except for network," Mr. Shaw recalled, with last year missing that by only 1%. He thought radio's television crisis year there was about 1951 with "steady growth ever since."

Mr. Shaw observed that "radio doesn't have to be glamorous and exciting 24 hours a day to be good. People like to tune in old friends day after day, to enjoy their companionship in everything they do. That's the secret of radio's success. People live with radio and take it for granted."

Mr. Shaw said radio has learned to be more flexible and to fit itself to the advertiser's need. Radio is easier to buy, he explained, because the old restrictions on days and times have been junked. "We deal purely in terms of frequency," he said.

The KNX manager pointed out the big out-of-home audience in Southern California, especially the auto radio audience, but cautioned that the 7-9 a.m. and 4-6 p.m. peak auto hours have been over-stressed. "People are driving to shop all day long in

MORNING . . . NOON . . . AND . . . NIGHT . . .

WBEN RADIO

provides the high-powered shows to put your sales message On Target!

**9:15 a.m. to 10 a.m.**
**MONDAY thru FRIDAY**

**BREAKFAST at the SHERATON**

WBEN's long-lived audience participation show. For seven years the top rated show in its time slot. Quizzes, prizes, songs, music and personalities.

**12:15 p.m. to 1:00 p.m.**
**MONDAY thru FRIDAY**

**HOTEL STATLER LUNCHEON CLUB**

WBEN plays host in the sky-high Luncheon Lounge in the Hotel Statler. Guests participate in games and gags with musical background. Highest-rated show in this time period.

**5:00 p.m. to 6:00 p.m.**
**MONDAY thru FRIDAY**

**CAR and KITCHEN**

A new program with unique format to please those driving home from work and the lady in the kitchen. News, weather, music, and sports pleasantly presented in a fast-paced show.

**10 p.m. to 11 p.m.**
**MONDAY thru FRIDAY**

**DATELINE**

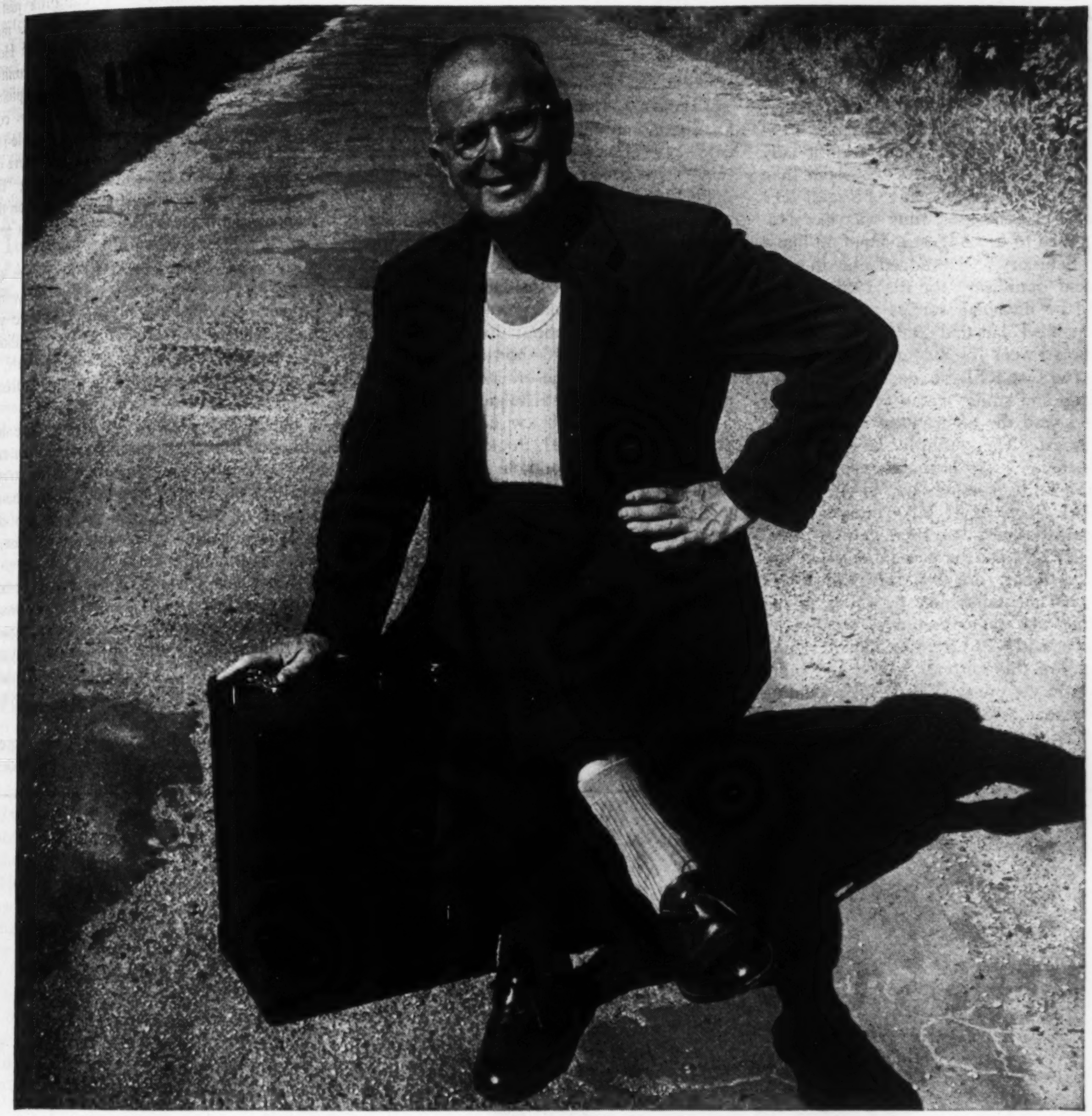
Late news and sports, detailed weather information presented with a tuneful mixture of popular music. Four top WBEN radio personalities preside in their specialties.

100-word commercials, 10-minute segments, minute spots and 10-second ET or 20-word announcements are available in this line-up of made-for-the-market shows. For rates and availabilities contact
HENRY I. CHRISTAL CO., INC.
New York, Chicago, Boston, Detroit, San Francisco

WBEN • BUFFALO

930 KC. 5000 WATTS CBS BASIC

THE BUFFALO EVENING NEWS STATION



Sylvan Geismar, Executive Vice-President of the Manhattan Shirt Company, tells you

# "How to lose your shirt on the road!"

"On October 4th, our salesmen take to the road in the annual race for Spring orders. And it's a tough race. If every sample isn't up-to-the-minute in style, we can lose our shirt!

"But we keep our Manhattan and Lady Manhattan salesmen out in front – with Air Express!

"As trends unfold, we deliver the newest shirt-styles to our men in a few hours. When hot items sell out, we fill buyers' re-orders just as fast! Air Express is indispensable in maintaining our leadership with our retail accounts.

"Yet we save money on most of our Air Express shipments! A 15-lb. shipment from New York to Milwaukee, Wisc., for instance, costs $5.15. That's the lowest-priced complete service by $1.85!"

**Air Express**

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* RAILWAY EXPRESS AGENCY this area," the station manager explained.

Charles Hamilton, assistant to the president and manager of NBC-affiliated KFI (50 kw fulltime on 640 kc), said 61 California newspapers give evidence of KFI's listenership by carrying the station's daily logs. He said an A. C. Nielsen survey indicates more than 4.3 million home quarter-hours are spent daily tuned to KFI.

Mr. Hamilton said in July, "traditionally a 'dog' month, business was 39% better than in July 1954." This summer, he said, KFI had no slack season: "June was like November used to be; August loomed up like a former February." He added that there is "confident optimism" for the 1955-56 season and no financial worries at KFI—"except where we can find availabilities for 15 more spots a week for X company!"

The folks at KFI, he said, "look at the billboards and smile; watch tv with no jitters; and read the ad-crowded daily papers with interest. They listen to the other radio stations, too. . . . So business appears to be good for KFI's competition, in all media. KFI likes to see other folks prosper, too."

He said business has been getting better steadily at KFI for the past three years and there "no longer are any furrowed brows about what television may be doing, or because network radio continues to deteriorate." He said KFI "is not frantically trying to recapture the spirit or pattern of radio as it was in the pre-tv era," but is providing entertainment and information shows built around long-established personalities.

Mr. Hamilton said KFI "has not deviated in its standards regarding the acceptance of copy and products nor has it allowed the crowding of commercials." He added that "our advertisers are assured that they can always be proud of the 'company they keep' when scheduled over KFI."

Willet H. Brown, president of General Teleradio's KHJ Los Angeles (5 kw on 930 kc, directional night), Don Lee-Mutual west coast key, observed that "radio has staged a remarkable comeback."

Pegging radio's television crisis a little more recently, in 1953, he described KHJ business as experiencing "a very marked improvement over last year." KHJ has a wide roster of advertisers in all categories, Mr. Brown said, explaining program format has continued on "about the same basis as all along with news shows and dramatic shows." Unlike some others in the market, KHJ hasn't specialized, he indicated.

KBIG Avalon (10 kw daytime, 740 kc directional), a John H. Poole interest, broke all station sales records in the consecutive months of May, June and July, according to Robert J. McAndrews, vice president and manager. August was down only because of shorter operating hours, he said, pointing out business for the first seven months of this year was 24% ahead of last year. July, he revealed, was 32% over the same month in 1954, which had been 18% over the previous year.

Citing that KBIG had a rate increase earlier this year, Mr. McAndrews noted a half dozen other stations in the market boosted rates this summer and two more are expected to increase soon. "It looks like the radio business is good," he said.

With its transmitter on Catalina just off the Southern California coast, KBIG maintains duplicate studios in downtown Hollywood and aggressively uses remote units to take radio to the people, he explained. Four station salesmen range various counties adjacent to Los Angeles in mobile-radio cars to find new accounts never before contacted by radio, he said, explaining "there are so many new advertisers to call on there is no need for stations in this market to pot shot each other's accounts."

Mr. McAndrews noted "Southern California is growing like a weed. The radio audience is mushrooming. In three years our audience has grown from 5 million to 6½ million. Why, in other markets, you count population growth in the hundreds or a few thousands."

The KBIG executive believes the home audience is still the bulk audience for radio, although auto listening in Southern California is a plus of one-fourth to one-sixth because of the high auto use. Out-of-doors living means lots of portables are in use, too, he indicated.

KBIG advertisers mostly are regional accounts or national, Mr. McAndrews observed. Advertisers are either brand products or chain stores. "We don't have a store on a main street that uses radio," he explained, "because main street is scattered everywhere here."

National accounts are giving more authority to Los Angeles agencies to place local

HERE'S ONE TO GIVE THE EAGLE EYE!

AND BUY...

WREX-TV

A Billion Dollar Market

CBS • ABC

WREX-TV channel 13
ROCKFORD, ILLINOIS
J. M. Baisch, General Mgr.
represented by
H-R TELEVISION, INC.

. . . and in return you'll have VHF "exclusivity" in a market untouched by Milwaukee or Chicago TV (90 air miles away). Top CBS and ABC network shows are watched by over a million pairs of eyes (256,600 TV sets) in all or part of 12 rich counties. They watch closely, too . . . catch their attention and create desire with **your** sales messages. H.R. men have complete details and availabilities.

***supreme in rich industrial and agricultural area.***

accounts, the KBIG manager observed. "New York and Chicago agencies are beginning to realize local buying is more effective," he said.

The bulk of KBIG's business is in spot packages, with programs limited to five minutes and heavy on news and news features. Sustaining public service shows are longer, though. KBIG functions with a staff of only 30 despite its double location. "We have eight on the island and the rest in Hollywood," he explained. KBIG started with 20 in 1953.

Los Angeles' all-classical music station is KFAC (5 kw on 1330 kc, directional night), and according to President-Manager Calvin J. Smith "this is the biggest year we've had by quite a bit. August is running 15-20% over last year."

He was not happy about the present trend toward spots and away from programs, although his station still is strong on long-time program accounts, most with the station five or more years. "Spot contracts can be cancelled overnight," he said, "and this makes today's average station much more vulnerable. When a sponsor signs a program he is building a property with you and he is not going to let it go the first moment things get a little rough."

Mr. Smith said KFAC hasn't had any trouble keeping its night audience and night sponsors despite television. The Southern California Gas Co. and Southern Counties Gas Co., which jointly sponsor *Evening Concert* every night except Sunday in the 8-10 p.m. period, have been on KFAC for 15 years. "The gas companies give away 50,000 program booklets every month and could go to 100,000 immediately if they wished," he said.

Morton Sidley, manager of KFWB Los Angeles (5 kw on 980 kc), reported radio is having its biggest year with no seasonal drop this summer. He said that July was the biggest month in the station's history. "I sincerely believe Southern California is an outstanding radio market, including a large percentage of auto and portable radios. Radio set sales are really up and people don't buy them for furniture," he said.

"Television has taken over the entertainment end in the home while radio is becoming more of the Muzak type of operation; folks keep it on all day long," he said.

Mr. Sidley expects KFWB business to be 33% above last year. He noted 1954 was up 15% over the previous year. "Business is so good our competitors are doing well," he said. "There are no phone deals, no per inquiries and no pitches on radio in Los Angeles today to my knowledge."

Like others, Mr. Sidley noticed that a number of television accounts which for a while were 100% in television are now back in radio. "Radio still gives the best and lowest cost in circulation," he said, pointing out that retail use of radio by drug chains and supermarkets is very high.

Automotive buying of radio time is a good criteria of the business climate for stations here, he pointed out, "because they double check their use of a medium and know whether or not they are getting results."

KFWB employs the disc jockey format, "using outstanding personalities, because anyone can play records," Mr. Sidley said. He has found that the teenager in the home controls radio, "so we program for the teenager in the early morning and hope the set will stay tuned all day long, although we emphasize the housewife appeal between 9 a.m. and 4 p.m. KFWB personalities are Zig Manners, Al Jarvis, Bob McLaughlin, Larry Finley and Frank Bull.

"There is a tremendous around-the-clock, all night audience here," Mr. Sidley said. He recalled that Mr. Finley at 5 minutes of 3 a.m. one morning offered a health booklet to anyone who mailed in a dime. He said the first mail the next morning contained 838 orders.

"You hear a lot about peak auto hours in this market," he said. "There isn't any such thing. Cars are running bumper to bumper at 2 p.m. and the May Co. triple-deck-parking lot is loaded from noon to 3 p.m. with shoppers who are spending their money."

Clinton H. Foller, general manager of John Brown Schools' outlet, KGER Long Beach (5 kw on 1390, directional night), said that his station is finding a "highly successful operation" in specializing in religious programing. "Charging for the religious program time is the only way to operate without discriminating." He said that "specializing has been the savior of radio. It's been the means of survival and it has worked."

KGER had one rate increase in 1951 and has a study under way now looking toward another increase.

Thelma Kirchner, manager of KGFJ Los Angeles (250 w on 1230 kc), said,

*Why Do*

*more radio stations choose*

**HIL F. BEST CO.**

*than any other radio representative?*

**Here are a few reasons:**

- ☆ **Six Sales Offices**
- ☆ **100% AM selling—No TV's**
- ☆ **Selling only at card rates—no deals**
- ☆ **No P.I.'s—only straight radio selling**
- ☆ **Billing and collecting service for all stations**
- ☆ **Largest and the BEST small radio representative**

**Ask any radio station manager that co-operates and gets HIL F. BEST payment checks every month! ! !**

**If you will agree to work hand-in-hand with our sales offices we can help you sell more spots in the national field; if interested:**

*Write — Wire — Phone*

**Hil F. Best Co.**

**AM Radio Station Representative**

**Park Ave. Bldg.** **Detroit 26, Mich.**

## Ned H. Dearborn

### President, National Safety Council:

# 200,000 GUARDIANS OF YOUR SAFETY

WITH 9 cars for every 8 American families, we are now truly a nation on wheels. But we have had to pay a price for this national mobility of ours. It has created a gigantic safety problem.

Here at the Safety Council we feel that thousands upon thousands of service stations throughout the country are performing a very important service for greater nationwide highway safety.

It is an unsung service, too. When a service station attendant—in any of America's 200,000 service stations—cleans our windshield, checks the oil, tires, water and lights, or reminds us that it's time to lubricate for safety, most of us take it for granted – never thinking that this service may well be protecting us from a serious accident.

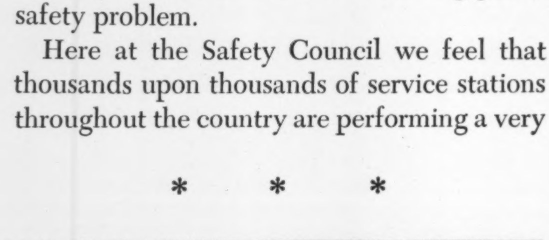
Furthermore, scientists, working in the laboratories of dozens of competing oil companies, are constantly introducing new safety factors into oil products.

But safety does not stop with customers and products. America's oil companies are always thinking of improving safety conditions for more than a million-and-a-half employees. As a result, 1953 figures show that the industry's accident frequency rate fell 35 *to 40 percent* below the 1946 level. This is one of the most remarkable industry improvement records ever encountered by the Safety Council.

The oil industry's fine safety record – for customer, employee and in product development – is a typical result of our competitive business system. Unlike state-controlled industry, in America each company depends on public good will – good will it must earn by providing good products, good service, good value and, above all, by being a good citizen.

At the National Safety Council we feel that the oil industry's efforts on behalf of public safety are citizenship of a high order.

* * *



**Ned H. Dearborn,** President of the National Safety Council since 1944 and a former Dean of New York University, comments on a vital aspect of the U. S. oil industry—its contributions to highway and industrial safety.

***This is one of a series of reports by outstanding Americans who were invited to examine the job being done by the U. S. oil industry. This page is presented for your information by The American Petroleum Institute, 50 West 50th Street, New York 20, N. Y.***

gro and Mexican). The Notre Dame football games are carried live by KGFJ exclusively in the Los Angeles area, she said, this fourth year being sponsored by Delco Battery Div. of General Motors Corp.

M. W. Hall, president and manager of KLAC Los Angeles (5 kw, 1 kw night on 570 kc), stressed that "habit is very important in radio. That is the basic reason for our swinging to the music, news and sports format years ago and sticking to it."

KLAC today emphasizes its "Big Five" disc jockeys broadcasting 24 hours a day and sold as a whole package, he said. KLAC's "big five" are Peter Potter, Dick Haynes, Jim Ameche, Alex Cooper and Gene Norman.

Mr. Hall believes that the radio crisis year was around 1949 "when everybody was going to bury it." Since then KLAC's net profit has increased 400%, he said, and the station's net before taxes this year will be in excess of a half million. KLAC sells mostly spots and the longest program it will sell is a 5-minute show which is usually news, Mr. Hall said.

Like other Los Angeles stations, KLAC experienced no summer slump. "Business has gone on at the spring and fall pace," he said.

"It's a rare thing in this market today when an advertiser does not ask for saturation coverage. The advertiser here knows how to use radio," Mr. Hall said. He finds the automobile audience is a big plus. "In this town the percentage of newspaper readers is small. The reader doesn't ride to his job on a subway where he can read a paper. He drives there and listens to his radio," Mr. Hall said.

KLAC, which is strong on promoting itself, also is heavy on merchandising its advertisers. "We spend about $75,000 a year on promotion of KLAC to the trade and public," Mr. Hall estimated. "In addition we devote about $34,000 a month in station time for public service announcements."

Robert O. Reynolds, vice president-general manager of KMPC Los Angeles (50 kw day, 10 kw night-directional, 710 kc), said that his station is running 10% ahead of last year which in turn was 10% over 1953. "The increases are coming from substantial accounts, oil, food, department stores. It indicates a healthy type of relationship," he said.

KMPC boosted its rates about 10-12% the first of September, the station's first increase in about three years. Mr. Reynolds said the growth of the market, specific audience increases and extra merchandising values to advertisers justified the increase.

The KMPC executive also noted the big auto listening market and the great influx of new families in the area annually.

KMPC's format employs three themes: Disc jockeys and music, with middle ground popular tunes; frequent news programs, mostly 5 minutes, and sports coverage of various kinds, baseball, football and golf.

Stanley Spero, general sales manager of KMPC and chairman of the SCBA Sales Committee, believes stations are overlooking the most significant factor in their business boom today—sponsors new to radio.

"It isn't so important from the longtime viewpoint that radio is getting more business than at any other time in its history, but rather that it is getting new business," Mr. Spero said. "Advertisers who until a short while ago had never used radio are now listed among its most enthusiastic sponsors.

"Take the wine industry, for instance. Two years ago wine advertising was limited primarily to the printed media and television. Now KMPC has several wine accounts. Guild Wine, through Dancer-Fitzgerald-Sample in San Francisco, bought a schedule on KMPC last spring and produced such results that they have expanded their schedule to a saturation campaign using all KMPC personalities and the Chef Milani Merchandising Plan.

"Other newcomers to KMPC who either had not used independent radio previously or had used it irregularly include Wilson Packing Co., Bond's Clothes, Wynn's Friction Proofing, Luer Packing Co., Household Finance Corp. (previously limited to network radio), Shell Oil Co., Morris Plan Bank, Calso, Canada Dry, Eclipse Mattress, Washington Carpet Co., Morse Signal Devices, Lady Esther Cosmetics and others.

"Radio is growing not only in 'depth,' i.e., receiving bigger appropriations in the form of saturation campaigns from long-time radio advertisers, but it also is growing in 'breadth,' i.e., attracting new advertisers who, previously, had not tested its impact. That's the significant feature today," he said.

KWKW Pasadena, on the air for 13 years, aims the major portion of its programming to the large Spanish-American segment in the Los Angeles area. This year the station has increased its Spanish-language programming 55% over last to a total of 15 hours of daily block programming. Coincident with this, KWKW shows an increase in billings of 30% over last year, William Beaton, general manager, reports. Indications are for larger increases with August showing a 39% boost over the same month of '54.

Most accounts that have tested the station's Spanish-language programs have become permanent advertisers, according to Mr. Beaton. KWKW is the Los Angeles outlet for the Sombrero and Spanish Language networks.

George Barron, manager of KOWL Santa Monica (10 kw daytime on 1580 kc), revealed that August this year was 30% over last year and that 1955 so far is running 20% over 1954. National business since 1953 has increased five times on KOWL, Mr. Barron said. He estimated that national and regional accounts are placing heavy business on his station because of the Negro and Spanish-language format. KOWL now broadcasts about 8 hours of Spanish and 5½ hours of Negro programs each day. He said a total of 67 national and regional accounts are using these programs.

Mr. Barron said the Spanish audience in greater Los Angeles now totals about a half million persons, while the Negro audience totals about 350,000. He said the Negro market alone represents about $100 million in annual purchasing power.

KOWL personalities programming for the

SOON

*power boost to*

50 KW

*for*

WQXR

**The Nation's No. 1**
**Good Music Station**

•

Now more than 650,000 families in metropolitan New York listen to WQXR every week.

•

Send for engineering map showing our new coverage.

**WQXR**

**AM and FM**

The Radio Station of The New York Times
Times Square, New York 36, N. Y.

*Represented nationally by*
*The Paul H. Raymer Company*

come on in . . .
the company's
fine!

Baxter's Finest Frozen Foods
Silverdust Blue
NESCAFE
MRS. FILBERT'S MARGARINE
HERBERT TAREYTON CIGARETTES
Coca-Cola
Golden Gift Orange Juice
WILSON MEATS
OCOMA FOODS
MOXIE
FIZRIN

JOIN
THE BEST
COMPANIES
IN AMERICA

WORL
first in Boston daytime radio*

950 ON THE DIAL
5,000 WATTS

Represented nationally by
HEADLEY-REED COMPANY

*Nielsen Report, April 1955

Negro audience are Joe Adams, Lillian Randolph and Chester Washington, while those beaming to the Mexican-American market are Lionel Sesma, Elena Salinas, William Orozco and Mario Rey, the latter just transferred from disc jockey assignments in Mexico City, Mr. Barron said.

Mr. Barron pointed out that during the last 10 to 15 years there have been big changes in the Negro and Mexican-American markets in Los Angeles in line with economic and cultural progress. The Negro is spreading out from the Central Avenue belt throughout the city, while the Mexican-American is doing the same from former concentration in the Boyle Heights area, he said.

Frederick Custer, manager of KPOL Los Angeles (10 kw day, 1540 kc), said that for a new station on the air less than three years "we have no complaints." KPOL specializes in show tunes, musical comedies and light classical music, he said, and in the early morning the station carries a one-hour Negro show.

KPOL has enjoyed "substantial growth" in the last two years, he remarked, with the bulk of its business in spots. He said a great deal of the business placed on KPOL is direct rather than through agencies.

Frank Burke Jr., manager of KPOP Los Angeles (5 kw on 1020 kc), which a month ago changed its call from KFVD, related that business has "increased amazingly in the past two years and has been very steady during the past five years." Mr. Burke was sure that business this year should be at least 25% ahead of 1954. "I don't know why, but apparently a lot of it is due to general good times like everything else. It seems like as car buying goes here, so goes radio," he said. Mr. Burke thought that the market previously wasn't big enough for two dozen stations, but with the great population growth "we are catching up with ourselves."

KPOP uses variety in its programming with a small Spanish segment early in the morning, popular disc jockeys to about 10:30 a.m., followed by some religious shows. In the early afternoon KPOP features Hunter Hancock's *Harlem Matinee*, a rhythm and blues show for the Negro audience.

Mr. Burke said he is able to experiment a great deal with programming because he has a center-of-the-dial position and captures a lot of new tune-in traffic from dial twisters during station breaks.

Charles Clifton, program director of KRKD Los Angeles (5 kw day, 1 kw night, 1150 kc), also reported August was the best August in his station's history. He pointed out the absence of the summer business slump in Los Angeles radio this year. KRKD is selling very few spots since it is concentrating on program sponsorship in 5, 10 and 15 minute segments. He said the station has package rates on programs like others do on spots, stating that an advertiser can buy a half-hour on the station and split it into three 10-minute shows throughout the day.

Mr. Clifton noted the strength of after-midnight radio, pointing out that the John Dolphin Record Shop for four years has been sponsoring the late night period on KRKD to air rhythm and blues releases.

PRIMARY
COVERAGE
+
LOCAL
COVERAGE

GIVES YOU

4 MILLION PEOPLE

1 1/4 MILLION FAMILIES

3 1/2 BILLION DOLLARS
Annual Retail Sales

If you're looking for a terrific buy for your client (most buyers are)... then buy Sunflower Network. Sunflower gives greater coverage at a lower unit cost, and...one buy... one billing means less work for you...saves you time and the client's money.

1 Buy-1 Billing

The SUNFLOWER NETWORK

KANS 5000 NBC 1480
WREN 5000 ABC 1250
KSAL 5000 MBS 1150
KVGB 5000 NBC 1590
KOAM 10,000 NBC 860
KGGF 10,000 ABC 690

# After the "Summer Scramble" of programs, the combined Fort Worth — Dallas audience chose WBAP-TV . . .

WBAP TV
STAR TELEGRAM

# FIRST* AGAIN!

★ Every night, between 6:00 and 10:30 P.M., 35 of the 62 top-rated summer shows are on WBAP-TV as against 17 on the second station and 10 on the third, as shown by the July 1955 *ARB Hooperating, the only combined composite survey of BOTH cities! New shows, old shows, re-runs; quarter hour, half hour, full hour — OVER HALF of the top-rated shows are on WBAP-TV, Channel 5. Yes, after the summer scramble, when everything changed but the viewing habit, WBAP-TV remains FIRST!

## *And Color!*

WBAP-TV — FIRST with color in the Southwest, now in their second year of colorcasting. Two hour-long shows daily: "Texas Living" from 11:00 A.M. to 12:00 noon, and "The Jones Place", from noon to 1:00 P.M., afford the advertiser the opportunity to color-test his product. Finest studio facilities and technical equipment. See your Free & Peters man for details.

# WBAP-TV CHANNEL 5

THE STAR-TELEGRAM STATION • ABC—NBC • FORT WORTH, TEXAS

**AMON CARTER** Founder | **AMON CARTER, JR.** President | **HAROLD HOUGH** Director | **GEORGE CRANSTON** Manager | **ROY BACUS** Commercial Manager

FREE & PETERS, Inc. — National Representatives

VERTICAL
LATERAL

# THE STYLISH STYLUS

## Hundreds of stations have turned to the formula of music and news but it's been used at WNEW for 20 years—with a payoff in millions

RECENTLY, a national magazine article was routed to the staff of New York independent WNEW. The theme of the article was the now very popular one that radio is not dead and that successful music and news stations are doing better than ever, with higher billing, more listening, etc. The only comment on the inter-office routing slip which accompanied the clipping was a query: "So what else is new?".

WNEW has been broadcasting music and news—with a special WNEW flair—for nearly 20 years. If it can be said that any one radio station started the trend, WNEW is the station.

Has the formula paid off? In 1952, the latest year for which figures are available, the station was grossing more than $3 million a year and netting nearly a million before taxes.

Though no dollar figures for the period since then are obtainable, Richard D. Buckley, president and general manager, said last week that 1954 was "the biggest year in billings and profits in our history. Sales ran 42.7% ahead of 1948—the last pre-television year."

The question of WNEW's success formula becomes intriguing when considered in the light of general trends. The WNEW-pioneered format of music and news has become practically synonymous with radio. A twist of the dial provides the information that almost every broadcaster has bet his future on the fact that recorded music hath charms. What then is the difference?

Bluntly put, there are a lot of things WNEW does that many broadcasters don't. There's also a lot that the station refuses to do that some others do readily. The big clue is that in each case the independent's approach to a problem and the action it takes reflect the aforementioned faith that radio can entertain, and while entertaining, sell.

The essentials of WNEW's programming haven't been changed in 20 years. However, as Program Manager John M. Grogan puts it, "it may be the same menu all the time but we keep trying new seasoning." The seasoning that Mr. Grogan refers to is the constant freshening up process to which WNEW programming is subjected. For a new sponsor there is not simply a re-write of an old jingle. Instead WNEW's program department comes up with a new service series like a jingle providing etiquette tips, up-to-the-minute baseball scores, or household hints.

Take the weather: The listener to any station has no problem finding out whether or not the sun's going to shine tomorrow, but if he tunes to WNEW, he will get the information in ballad form with a full orchestration. Just at the point that he knows the tune too well and his attention might waver, Mr. Grogan's department provides him with a half dozen new weather jingles, as in the last month at WNEW.

Mixed in with the solid commercial programming with which the station keeps listener and sponsor happy, goes a little but a significant amount of traditional WNEW razzle-dazzle, "Just enough to let 'em know the difference," according to Mr. Grogan. Take next week for example: WNEW will

# IN MULTIPLEX IT'S QUALITY THAT COUNTS

## Importance of Quality of Equipment.

As in public broadcasting, superior equipment is necessary to assure optimum, trouble-free performance. Equipment of Multiplex Services Corporation, distinguished by the trade-name MULTICAST, is designed to give the high-quality service that is essential for reliable, sustained 18-hour or 24-hour per day operation required by background music and other subscriber or point-to-point services presently authorized by the FCC.

## Low-cost vs. High Quality.

Experienced companies in the subscription music field emphasize the importance of high quality and reliability of equipment. These firms recognize that a few extra service calls can easily wipe out the difference between low-cost, low-quality equipment and quality units.

## Transmitting Units by Gates.

Multicast transmitting units are manufactured to stringent specifications of Multiplex Services Corporation by Gates Radio Company—one of the oldest and best-known equipment producers in the industry.

## Receiving Equipment by Browning.

Multicast receivers are quality-built at moderate price by Browning Laboratories, Inc., nationally-recognized as makers of fine FM tuners.

## Specifications Based on Long Experience.

Multicast equipment specifications are based on more than *seven years* of pioneering development work in the FM multiplex field; more than 8 months of test operation at WGHF, leading background-music station serving the Metropolitan New York area; in continuous 18 hour per day test service at WGMS-FM, Washington, D. C. since May 18th without a single moment of equipment failure during this period. **No other organization in the United States has this background of practical experience in FM broadcast multiplex development and operation.**

## For FM Station Engineers:

Features of Multicast equipment are:

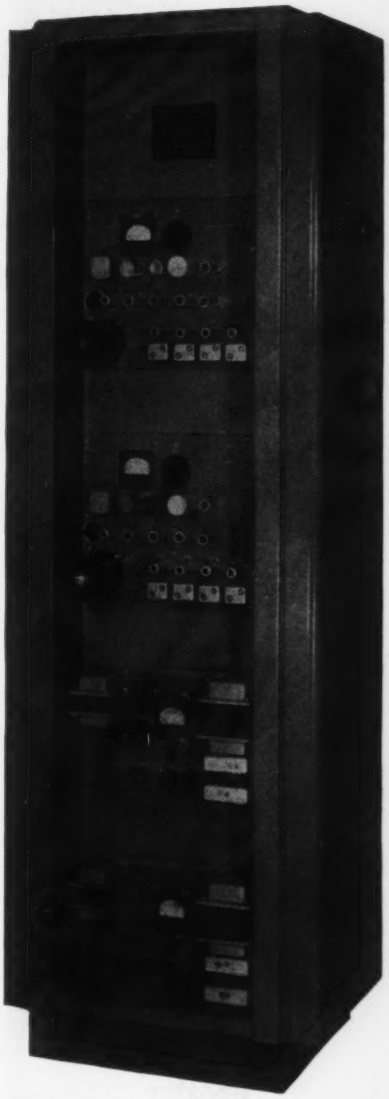
**1.** High-quality precision crystal-controlled Serrasoid* replacement main-channel modulator and multiplier-amplifier chain eliminates basic difficulties in adapting present FM transmitter to multiplexing; upgrades main-channel performance, giving signal-to-noise ratio better than 70db; distortion less than 0.3% at 100% modulation at *all* frequencies, 50-15000 cps.

**2.** High-quality Serrasoid modulator, crystal control, for multiplex channel or channels. Approximates performance of main channel modulator; filter provides audio cut-off between 8000-10000 cps.

**3.** Individual power supplies for replacement main-channel modulator-multiplier section and multiplex subchannel section or sections. Minimizes interaction between sections, improves S/N performance.

**4.** All multiplex transmitting equipment in single steel rack cabinet as complete integrated unit; permits full pre-testing at factory; minimizes installation and maintenance procedures and cost. Provides maximum shielding when used with high-power FM transmitters to minimize main-channel "break-through" into subchannel.

**5.** Receivers provide better than 50 db S/N performance at full limiting of FM receiver and 100% modulation of subcarrier. Basic FM receiver provides high sensitivity, 5-10 microvolts for 40 db quieting. Crystal control; push-pull 3 watt audio output; individual bass-treble controls; automatic muting between program transmissions completely silences speaker circuit.



**Model MBC-20 Multicast Transmitting Equipment.**

**Top: Multiplex section; accommodates two subchannel units.**

**Center: Main-Channel replacement modulator, multiplier-amplifier chain.**

**Bottom: Individual power supplies for replacement and subchannel modulator-amplifiers**

---

** Serrasoid modulator and basic FM multiplex circuits under Armstrong license. Other features under Halstead System license of Multiplex Development Corporation.*

**If you have any questions concerning FM multiplexing, write or call ORegon 9-0254.**

*For information on any aspect of multiplexing, contact:*

**MULTIPLEX SERVICES CORPORATION**

**25 Vanderbilt Avenue New York 17, N. Y.**

k
a
m
Q

NOW
5000
WATTS IN
AMARILLO
Greater
Coverage of the
Fabulous
Panhandle of
TEXAS and
Tri-State Area
1010 KC

REP: FORJOE AND COMPANY
Affiliated with the
MUTUAL BROADCASTING COMPANY

have a new service on rainy days. It will provide New Yorkers with information on where they can get around underground e.g., "you can beat the rain for six blocks by cutting from 42nd St. and Lexington Ave. to 46th St. and Madison Ave. through Grand Central Terminal and the Hotel Roosevelt." The station does not expect a Pulitzer prize for it, but figures on a smile or two and the kind of talk that makes for listeners.

As for the all important disc-jockey salesman, the word that sums it up is vigilance. The fact that a program like Jerry Marshall's *Make Believe Ballroom* has garnered top ratings for months, doesn't exempt it from constant daily scrutiny. Were the records right? Was there too much talk? Was the commercial smooth? These are questions answered daily concerning every WNEW broadcast.

Perpetually holding hands with WNEW's program department is the station's research department under Mrs. Mary McKenna. In research WNEW does everything everybody else does but a little more and a little different. Mrs. McKenna is equipped at the drop of a figure to advise the program department that the out-of-home listener wants more traffic reports, that a quicker tempo in music garners more listeners of a Saturday morning, or that a new D.J. is paying off wih the teen-ages. As far as tv is concerned, WNEW research has done an industry-wide job in pioneering the investigation of radio listening in tv homes (oops!—according to WNEW there is no such thing as a tv home, only a radio home with a tv set in it). This year Mrs. McKenna gave WNEW's advertising chief, Ken Klein, material for an aggressive ad campaign through the station's participation in an Advertest survey which showed that WNEW in particular, and radio in general, was not only surviving in television equipped homes but thriving and growing.

### Policy Is Source

All these differences stem from the major one of policy as laid down by President and General Manager Buckley, who with a group including Harry R. Playford, Florida banker, and the late Horace Lohnes, Washington attorney, bought the station in March, 1954, for $1.7 million. (Bernice Judis Herbert, who was largely responsible for creating the character of the station, and her husband, Ira M. Herbert, then sales vice president, sold their interests and retired from radio.)

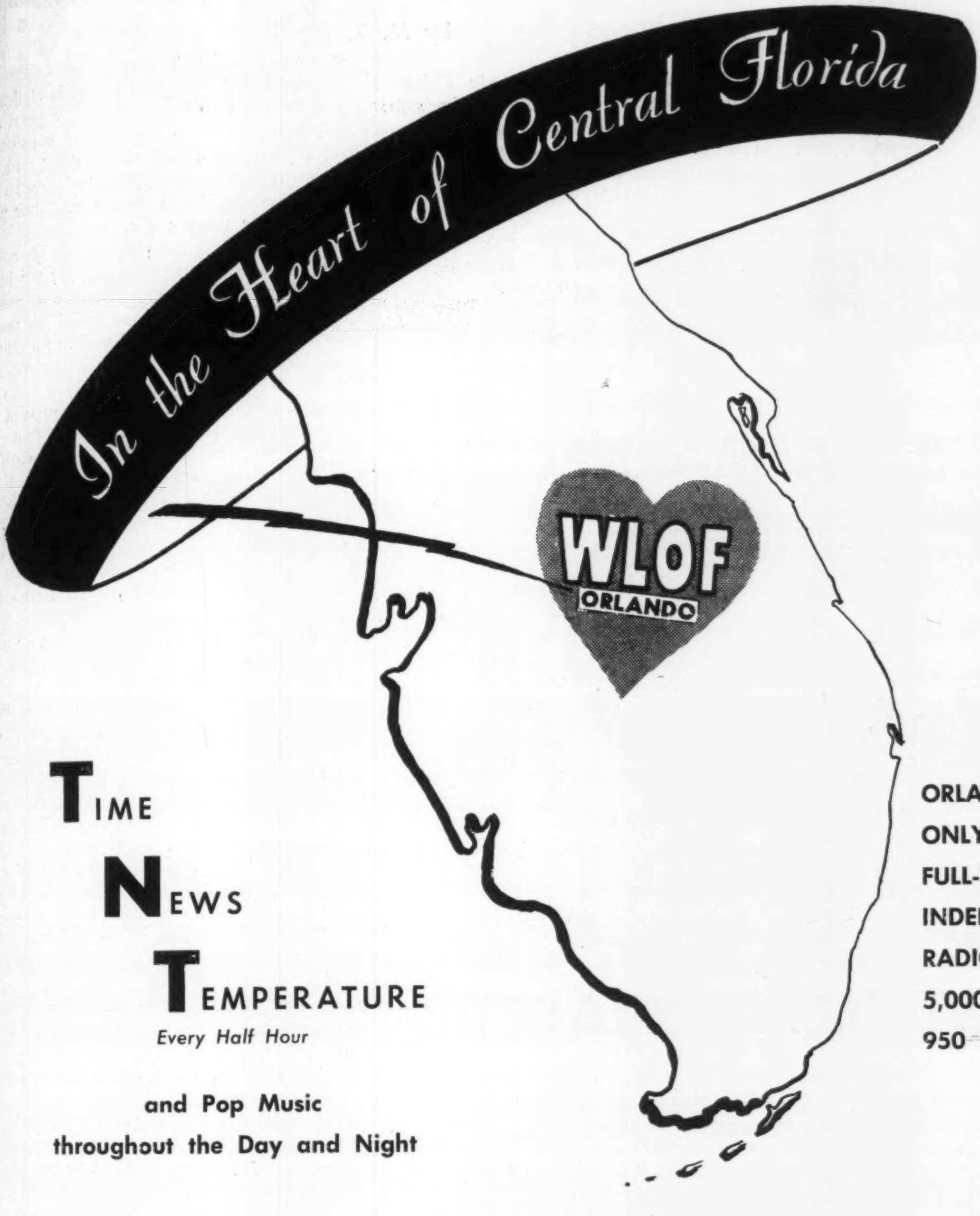
Mr. Buckley, who came to WNEW from the presidency of the John Blair & Co., sales representative organization, took over the independent, while many were still sounding the death knell for radio. Queried by a *New York Times* reporter as to the future of radio in light of growing tv competition, Mr. Buckley reminded the reporter that "there are a lot of places where a man can invest his money." Mr. Buckley noted that the competitive approach of many independents was, as he put it, "give away the station." His approach was simply that getting sponsors by delivering an audience was a much more profitable arrangement than reducing rates and standards.

WNEW salesmen were advised of a policy that still holds: that there would be no compromise in the rate card or in the stringent standards laid down for length and copy content of commercials. In some cases, like the top rated morning team of Klavan and Finch, Mr. Buckley even went further by inaugurating a rotation policy which avoided a piling up of spot announcements in certain periods. The reasoning was basic. He felt that the sponsor has as much to lose by listener-chasing commercials as the broadcaster, and that by delivering ratings and sales results, WNEW will continue to get willing buyers at established rates. One indication of the success of this policy is the fact that over 90% of the WNEW client list consists of the blue chip national accounts.

Frank commercialism at WNEW has never, and, according to its manager, will never obscure the independent's public service function. Executive Vice President John Jaeger sums up the station's public service approach by pointing out that "social altruism and government requirements are only part of the story. We work on the basis that the listener demands that his favorite station not only entertain him but maintain an active interest in his community and welfare." Rather than a perfunctory, dull programming nod in the public service direction, WNEW prefers to apply the same imagination that it does to a commercial account. When WNEW gets behind a campaign, it is traditional that the standard E.T.'s and copy are shelved in favor of a WNEW-produced idea. Whether a heart fund or a museum, representatives have most often listened to what WNEW has planned, packed up their transcriptions and scripts and left saying—"do it your way." In knowing its audiences and what they like, WNEW believes that by this method, it does the best possible job for the purpose and at the same time being sure that it will not lose a carefully nurtured listener by an under-par presentation. An indication of how successfully this has worked is a station file consisting exclusively of requests from organizations and other stations for the use of WNEW public service presentations.

Perhaps the nearest thing to an overall formula for WNEW is contained in a recent letter, in which Vice President Jaeger answered a broadcaster who claimed that most independents would rather have 5 kw transmitters because of "changing radio conditions." Mr. Jaeger wrote: "Top management and top programming make top radio . . . whether your signal is 50 kw or 1 kw. Our type radio is going greater than ever . . . despite all the copying of formulas and ideas, tv competition, shameful rate cutting and outright giving away of time. Here, we never have been and never will be complacent, but I must say there is still great value in well-placed confidence, reality and knowing the quality of your product. Nothing will be detrimental to good radio as long as good radio isn't detrimental to itself. The bad stuff we can't discuss. 'Music-and-news' programming is not economical . . . nor lethargic program-wise. We are content with this format . . . but only it is unchallengable as to quality in the whole United States."

The point is, everyone over there believes it.



**TIME**

**NEWS**

**TEMPERATURE**

*Every Half Hour*

**and Pop Music**
**throughout the Day and Night**

**ORLANDO'S**
**ONLY**
**FULL-TIME**
**INDEPENDENT**
**RADIO STATION**
**5,000 WATTS**
**950 K C**

**Here's one of the South's really live-wire stations, with strong, hard-selling local personalities, doing an outstanding local public service job, and serving Florida's FOURTH LARGEST MARKET with alert, intelligent programming. Start your sales campaign on WLOF, Orlando, in one of Florida's major distributions centers.**

**ORLANDO** **WLOF** **FLORIDA**

*National Representative:* **GILL-PERNA**

MR. NOVIK

# LABOR: OLD HAND AT RADIO

By M. S. Novik

*MORE than 20 years ago—in February 1934—M. S. Novik produced labor's first network radio program. His interest and close contact with the labor movement continued through the following decade when he was head of WNYC, New York's municipal station, during the LaGuardia regime. Since leaving that post he has been active as a radio-tv consultant to various organizations, including many unions.*

LEST ANYONE THINK, from the title of this piece, that Labor is a newcomer to radio let the record show that Labor started using commercial radio more than five years ago; and has been using the medium consistently on a year-round basis since then; and that Labor uses radio on a Monday through Friday schedule. More than that, Labor plans to continue using radio.

From the commercial aspect, Labor in radio is a good success story for the industry. For not only has it been a consistent user but it has also increased its use of commercial time and can point to a number of specific instances where broadcasting really delivered the goods.

And this despite the interesting point that what Labor has to sell is a way of life and not a piece of merchandise from a shelf.

The background on how and why Labor turned to radio goes back to the days of the NRA and the Wagner Act during the depression. As a result of that legislation the labor movement grew by leaps and bounds. This growth was so tremendous and there were so many new members wanting to learn about trade unions that no union hall, not even Madison Square Garden, was large enough to hold the audience.

For example, one union, the International Ladies Garment Workers Union, had over 150,000 new members. So in February of 1934 I produced, for the ILGWU, the first network labor program. It was a weekly series titled *The Union Assembly* and its primary function was educational.

To provide the sparkle that would carry the educational portions we used good music—actually, it was the first time chamber music groups like the Gordon String Quartet, the Compinsky Trio and the Coolidge Quartet had been on radio—and show-business names like Eddie Cantor, George Jessel, Morton Downey and Molly Picon. All this plus talks by newsworthy personalities like Mrs. Franklin D. Roosevelt, the then Secretary of Labor Frances Perkins, U. S. Senators Wagner and LaFollette, the then governors Lehman of New York and Pinchot of Pennsylvania, and New York City's Mayor Fiorello LaGuardia.

This was so effective, on the network level, that in May of 1934 when Local 89, the Italian Dressmakers Union of the ILGWU, found itself with 40,000 new members in the Metropolitan New York area, this local union developed a similar program.

The IDU started with a weekly hour on WEVD New York in the Italian language, using operatic concerts for entertainment and top names for the talks. That Local 89 program which started over 20 years ago is still on the air, using the same format, and now has a regional hookup of stations along the East Coast.

So, when in 1949 the American Federation of Labor considered the use of radio, the labor movement had a precedent.

The reasons for the AFL's move to radio were no secret. As the executive council of the AFL stated in its 1950 report to the Convention, "With the vast majority of the press, radio and magazines still bitterly op-

HERE'S A MARKET

52%

ABOVE U.S. AVERAGE!

$8,830 . . . after taxes! . . . 52% above the national average!—that's the yearly income of the average Kansas farm family!*

Kansas is booming! Kansas farm families are buying as they have never bought before! And they listen to WIBW more than any other radio station.†

Give us the word and we'll sell 'em your product in volumes you never thought possible. We've done it before . . . and we've got a stack of success stories to prove it.

* Consumer Markets, 1955.
† Kansas Radio Audience, 1954.

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV
in Topeka
KCKN in Kansas City

"See Your Capper Man"
WIBW
CBS RADIO

Rep: Capper Publications, Inc.

# RATINGS

**HOOPER**
Jan. - Feb., 1955

**K-JOE LEADS**
90 quarter hours
per week, Monday
through Sunday

**PULSE**
May - June, 1955

**K-JOE LEADS**
80 quarter hours
per week, Monday
through Sunday

74.6% OF THE ENTIRE BUYING POWER IN THE SURROUNDING TEN COUNTY AREA IS WITHIN 20 MILES OF OUR TRANSMITTER.

*BEYOND THIS AREA, OTHER MARKETS ARE DOMINATED BY STATIONS LOCATED THERE*

... tell the latest

# SHREVEPORT, LA., story

# K-JOE

Popular Music, News and Personalities
Cover this Rich 10 County Market

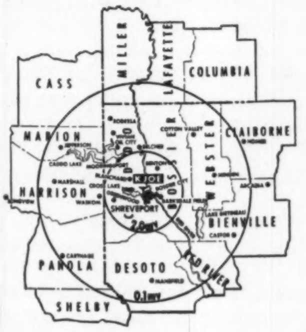
*OVER* 480,000 POPULATION
*OVER* 124,000 RADIO HOMES
*OVER* $375,000,000 RETAIL SALES

## AT LOWEST COST

PER 1,000 RADIO HOMES

**RATES**
**PER MINUTE**

| K-JOE | Station X | Station Y |
|---|---|---|
| $7.00 | $22.00 | $13.25 |


CASS
MILLER
LAFAYETTE
COLUMBIA
MARION
CLAIBORNE
CADDO
BOSSIER
WEBSTER
HARRISON
BIENVILLE
CADDO LAKE
KJOE
SHREVEPORT
2.0mv
PANOLA
DESOTO
RED RIVER
0.1mv
SHELBY

# KJOE

1000 WATTS DAYTIME
NON-DIRECTIONAL

Joe Monroe, Pres. & Gen. Mgr.
507 Spring St., Shreveport, La.

SHREVEPORT'S
*NUMBER ONE*
LOCAL STATION

Rep:
FOR JOE
for K-JOE
of "cuss"

posed to Labor's objectives and still conducting what amounts to a deliberate campaign of propaganda against labor's policies and activities, it becomes increasingly important that Labor present its own side of the story to the public by whatever means possible."

Around the country, at that time, there were eight million AFL members in 30,000 locals. (Now there are 10 million.) A good newscast, on a national network, could reach our members and the general public too. Our problem was to find a network, an experienced and qualified newsman who could build an audience, and to do it all on a limited budget.

On Jan. 1, 1950, the AFL started a Monday-through-Friday quarter-hour newscast over 150 stations of the Mutual Broadcasting System. To stay within the $750,000 budget we broadcast five times a week in the 25 major markets, only thrice weekly in the other 125.

In most areas we were no different than any other national sponsor starting a big network program. We worried about the possible competition of the then new medium of television; we fussed about our spotlight ad schedule, and we fretted about notifying our 30,000 locals around the country about the correct time and day and station in their area.

There was one area where we differed and that difference was mighty big: it was in the program content and the commercial treatment. From the very beginning the AFL realized it had to be even more circumspect than Caesar's wife; the news on this program had to be factual, impartial and comprehensive. The commercials had to be educational, effective and logical. There could be no vitriolic blasts, no bellicose hard sell, and the name of the sponsor must never be camouflaged.

It was quite an ice jam we had to break in those days back in 1950, but the AFL succeeded. Not only have we stayed with radio, but evidence of our effectiveness and vindication of our approach came a year later, when in 1951, the CIO started its own daily newscast on another network.

Today, as most everyone knows, the AFL presents Edward P. Morgan, veteran newspaperman and newscaster who headed the CBS news desk for radio and tv before taking the AFL program, while the CIO offers John W. Vandercook, another veteran editor and newscaster and ex-NBC commentator. Both programs are Monday-through-Friday network features and both newscasters have complete editorial freedom.

Another interesting note, and one unusual facet of the commercial treatment, is that the plug does not break into the middle of the program. There's a brief opening and less than a minute of commercial at the very close of the newscast.

One direct result of the success of these network programs by the AFL and the CIO is the use of radio by local labor groups on local stations in their own communities.

Some of these unions sponsor football games, others baseball, still others offer musical shows, and some participate as co-op sponsors, in their hometowns, of Drew Pearson, Martin Agronsky, Quincy Howe, etc., while others underwrite local newscasts. All of them do this consistently as a method of developing their identity in and with their communities.

In almost every instance, the commercials on these local programs are devoted to the needs of the community. Thus one commercial may call for blood donors for the blood bank and another may stress the union participation in the community chest drive.

As an example of the commercial treatment used by Labor, here is what the AFL did on the Edward P. Morgan program during the week of September 5 through 9.

> "The upcoming merger of the AFL and CIO will strengthen the campaign for better schools, decent housing, good roads, etc."
>
> "Despite the conference at the summit there is no assurance that Soviet Russia sincerely desires to cooperate for peace. The free world must continue to maintain the strongest possible defense program, etc."
>
> "The merger of the AFL and CIO will result in a united American labor movement with 15 million members standing solidly together for freedom, democracy and human progress, and resisting with all its power any form of dictatorship, including Communism."
>
> "The AFL has succeeded over the years in winning substantial advances in the American standard of living. If you work for a living the AFL is working for you."

And here is the complete commercial for Tuesday, Sept. 6, 1955:

> "Opening of the new school year underlines the fact that our country has failed to come to grips with its educational problems. The school shortage is more acute than ever. The lack of qualified teachers persists because standards have not been raised to a point high enough to attract young people to this noble profession. The AFL is convinced that this is one problem that time alone will not solve. A coordinated program of action is required—at the Federal level along with community and State cooperation. We have long advocated an effective program of Federal aid to education and we believe Congress should make this its first order of business when it reconvenes in January. The children of our country are its greatest asset and we cannot ignore their acute educational needs without imperiling our free way of life."

These programs have been most effective. This we know just as the national brand advertiser knows if his program is clicking. For the AFL's equivalent of the retailer is the 30,000 union meetings that occur each week all over the country. This considerable grass roots sample soon lets "the home office" know if it's not pleased. And the rank and file like what we do and so do their neighbors and friends.

In the more than five and one-half years since the AFL started its network news program, labor has learned a lot about the use of radio. In recent years it has been using the broadcast medium to meet specific local and regional problems.

The United Auto Workers (UAW) cre-

- the two "BIGGEST ATTRACTIONS" in the Detroit Area!

CHANNEL
9
CHANNEL
9
RADIO
800
kc.
RADIO
800
kc.

CKLW-TV penetrates a population grand total area of 5,295,700 in which 85% of all families own TV sets.

CKLW radio covers a 15,000,000 population area in 5 important states. The lowest cost major station buy in the Detroit area.

Channel 9
325,000 Watts
National Rep.
Adam J. Young, Jr., Inc.

CKLW

800 kc. Radio
50,000 Watts
J. E. Campeau, Pres.
Guardian Bldg., Detroit

ated a regional network to air daily reports on the status of contract negotiations for the benefit of its members and their communities.

The Hatmakers Union used radio last year to get its side of a strike story across to its members and their neighbors.

In Miami, where a Hotel Workers Union struck for a new contract, they turned to radio to get their story across.

In New York City last year, the AFL used local radio in its drive to reorganize the waterfront.

Perhaps the best success story of all, about labor's use of radio, is the one that happened earlier this year. After more than a year of negotiation every railroad but one signed new contracts with the Railway Unions. That one exception was the Louisville & Nashville, a railroad serving 16 southern states. The lack of a contract resulted in a strike that involved 25,000 workers in some 40 communities throughout the 16 states. Since it was a railroad, the mediation of the strike was under Federal jurisdiction and took place in Washington, D. C.

### Labor Tells Its Side

As often happens in situations like this, the newspapers, with few exceptions, told one side of the story. Even the statements of union officials were not being used. And since the mediation negotiations were going on in Washington the union had no fast line of communication to its members and to their communities.

All sorts of rumors spread like wildfire. The union members found themselves accused of sabotage, shootings, rioting and wrecking; the familiar reports of back-to-work and break-the-strike started to crop up. The railroad got its story across, the scare rumors cropped up anew each day and, because it had no fast line of communication, the union members were often confused and the townspeople more so. The situation was fluid and, since the economics of the communities were affected by the strike, there were potential areas of violence all over the region.

The answer was a hookup of 89 stations all through the 16 southeastern states involved. Twice daily, at 12:05 p.m. and 8:25 p.m., six days each week, direct from Washington where the negotiations were in progress, President G. E. Leighty of the Railroad Telegraphers and chairman of the joint negotiating committee, reported to the workers and the communities (When Leighty was in negotiations President T. C. Carroll of the Maintenance of Way Employes pinch-hit; the important thing being that again it was a union executive that the members knew and an executive that was participating in the negotiations.) He explained and interpreted what was happening around the bargaining table and covered the reasons leading up to the strike.

For five weeks the unions used this regional hookup of stations. After the first week the terrors and tensions disappeared. The union members and the townspeople knew what was happening; some of the newspapers found they *had* to cover both sides of the story. And, believe it or not, the railroad found it *had* to buy radio time to justify itself to the people in some of the areas affected by the strike.

This L. & N. strike story is a perfect example of how the speed and coverage of radio quickly and effectively stabilized a potential trouble area that would adversely affect both the unions and the communities. So far as labor is concerned, this series of radio programs opened contact with the general public, as well as the union members, and benefited both.

This successful use of radio by labor didn't come easy; it required a lot of work and doing. When labor first wanted to buy network time, two of the four national chains would not accept its business and many of the local stations were suspicious of labor and its objectives. Even now, after five years, some are still suspicious. Permit me to use some of Ed Morgan's words, from his July 4 program, to cover this:

"Traveling back and forth across the country, as I have just done, people ask you such questions as these: How much control does the sponsor exercise over your broadcasts? How much editing and censoring of news and comment does the sponsor do? What 'line' does the sponsor dictate that you follow? The answer is, to their surprise, none, on all counts.

"I raise this point for two reasons: first, a reporter likes to try to build up a reputation of what might be called responsible independence. If he takes pride in his work, he wants to avoid becoming, or even seeming to become, a 'mouthpiece,' which means he wants to preserve the right to make his own mistakes. That is why, as I mentioned on Jan. 3, there is nothing in the agreements with the network and/or the sponsor, in fine print or otherwise, inhibiting this correspondent's editorial freedom.

"The second point is more interesting and, I think, generally more important. It stems from this question: why do people assume, almost automatically, that if a labor union, or a labor federation, sponsors something, it has an ulterior motive, whereas if a business does, it is merely interested in selling a product or a service? The answer to this is not a simple one but I think a large part of it lies in the fact that the public in the past has regarded organized labor in a combative sense, as possibly a necessary but belligerent evil. Only recently has it dawned on the ordinary citizen, including this one, how heavy a stake unions have in, and how positive an influence they have on social progress. If this is a plug for my sponsor, let the most be made of it. It is made as a sincere observation on the basis of experience."

Now, one final word, as to the effectiveness of the AFL's newscasts. In January of 1955 we started on a new network, ABC, with a new commentator, Ed Morgan, at a new time. After six months, the ratings show that the program delivers homes at a cost per thousand of $2.36 and delivers listeners at a cost per thousand of only $1.52.

This, we feel, is one of the best, if not the best, buys of network newscasts across the board that any sponsor can make. We're satisfied and so are our members and our listeners.

NBC AFFILIATE

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5,000 WATTS 1150 K.C.

NATIONAL REPRESENTATIVE:
GEORGE P. HOLLINGBERY CO.

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1. BEST LOCALLY PRODUCED PROGRAM
First Prize—Dalton's "The Christmas Hour" produced in the WJBO studios in cooperation with three other Baton Rouge stations
Second Prize—Kleinpeter Farms Dairy's "Uncle Remus" program

2. BEST LOCALLY PRODUCED ONE MINUTE SPOT
Honorable Mention—Capital City Ford's "Fiesta" spot

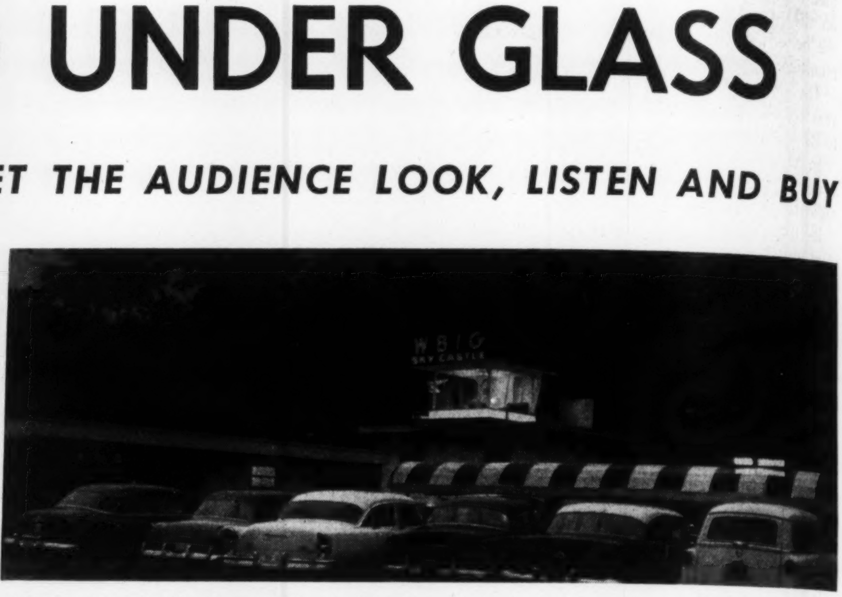
3. BEST LOCALLY PRODUCED HALF MINUTE OR LESS SPOT
First Prize—Dalton's "Mr. Worthington" spot
Honorable Mention—Louisiana Creamery's "Drink Milk" spot

WJBO sponsors got five.
More than any other Baton Rouge station.

We've Got the Listeners—We've Got the Power—We Get the Results

# RADIO UNDER GLASS

## DRIVE-IN STUDIOS LET THE AUDIENCE LOOK, LISTEN AND BUY



WBIG's Sky Castle atop McClure's drive-in restaurant in Greensboro. The attraction of the elevated, glass-enclosed studio has brought increases both in traffic and sales.

EVENING radio has faced new problems since the advent of television, and stations are finding new ways of solving them.

One of the ingenious devices that is holding nighttime radio audiences and bringing in new listeners is the drive-in restaurant disc-jockey studio.

The idea has a special inducement—it's proving so popular in some cities that sponsors find it is a powerful sales weapon.

The drive-ins, too, are discovering that disc-jockey studios that play request numbers are bringing customers to their parking spaces.

This three-way blessing has taken up good portions of the financial slack that has come with declining network revenues during the after-dinner hours.

Various names are given to this type of radio venture. WBIG Greensboro, N. C., calls its elevated glass studio at McClure's drive-in restaurant by the name of Sky Castle. Another popular term is Star Castle.

Roughly, the venture works this way. An elevated studio is built at a better-class drive-in restaurant. Car-hops get record request numbers from parked autos. The disc jockey makes some such announcement as "And here's 'Sweet Sue' for Betty and Bill, the couple down there in the green Chrysler convertible."

Betty and Bill tell their friends, and the amount of local talk about the restaurant and the station is usually terrific. The audience builds up fast; groups drive to the restaurant to have requests played and to eat or drink; home audiences are large; auto radios show a high tune-in for the broadcasts. Cars driving up to restaurant parking lots get request forms. When requests are played at WBIG, for example, the forms are dropped in a barrel and prizes are awarded from time to time.

Allen Wannamaker, vice president-general manager of WBIG, told B•T:

"Our Sky Castle has started people in Greensboro talking about our station and we know it's going to be a good money-maker for us, though we just got the project under way in mid-summer. We believe this is the type of programming that will pay off against strong television competition during the peak evening hours. It's a sure money-maker for the station and involves practically no additional expense."

WBIG's sales department hasn't made any "real effort to sell participations because of the uncertainty of broadcast hours," Mr. Wannamaker said, explaining that the evening schedule has been filled by baseball and network features. He said clients are requesting time on Sky Castle and several regular advertisers have added Sky Castle spots to their regular schedules.

William J. McClure, proprietor of the dining room and drive-in restaurant in Greensboro, N. C., said, "Business has more than doubled since WBIG started the Sky Castle, and I expect it to keep going up."

About 12 hours a week were allotted Sky Castle originations by WBIG during the baseball season. Now WBIG is finding more and more time on its schedule as sponsors are asking for more and more Sky Castle spots.

"This is the finest medium I've been able to use since going into business here a year ago," Mr. McClure said. "I tried everything including newspapers, school papers and local magazines. Radio is the only medium I've ever seen that shows concrete results I can put my finger on."

What about the customers?

"We really have big crowds and they are especially large during the three weekend evenings," Mr. McClure said. "The customers think it's a wonderful idea. I believe most of the people who drive up to ask for a request number or just to watch for a while actually buy something. Once in a while a teenage couple or group will drive up just to look on, but that's a small percentage, maybe half of 1%.

"After all, they get their requests played and their name mentioned. The average drive-in check is naturally lower than in our dining room. Since Sky Castle started we have raised the price on some items, such as beer. This has attracted a better trade and keeps away undesirables."

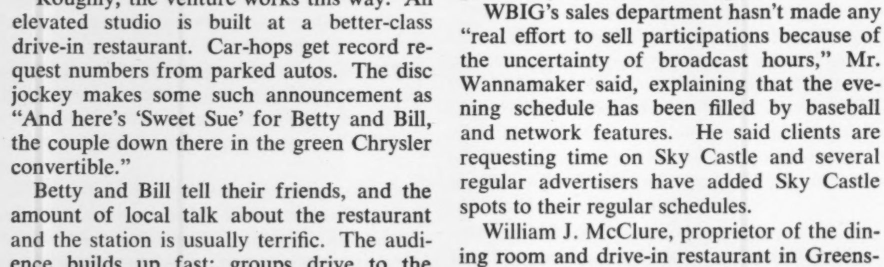
Asked if Sky Castle brought in any side benefits, Mr. McClure said, "I've noticed a nice increase in the dining room, where we have a good class of trade."

Having watched his business go up, Mr. McClure is a radio booster. "I think Sky Castle is a constructive step in the expansion of radio," he said "The cooperation with WBIG has helped me, and the station has an attractive program."

Mr. McClure operates city-school food concessions at nearby High Point, N. C., and has a name transfer business in that city. The way his 100-plus parking spaces are filled, it's very possible he will want to increase the size of his lot one of these days.

The Sky Castle cost him $6,000. He pays for the phone lines into the station. WBIG uses this announcement on its Sky Castle pickups, "We are at McClure's drive-in restaurant." The disc jockey adds, "This is Al Troxler, Keeper of the Castle."

Car-hops take the requests for numbers from parked cars to the disc jockey on duty. Request cards are supplied by WBIG, with Bordens and other sponsors paying for the privilege of having their name on the cards. Income from this source is used for pre-



ANOTHER drive-in success is being scored by WGAC Augusta, Ga., with this broadcast studio at the suburban Yellow Jacket Drive-In. The restaurant's business is up 80%.

miums that range all the way from automobiles to ranges, seat covers and small appliances. As many as a dozen or more prizes are offered in a night.

Ward Baking Co., a regular WBIG advertiser, is one of the sponsors that has added Sky Castle. Ward supplies all bakery products to the McClure Greensboro and High Point operations. Borden's has followed the same pattern. A drive-in theatre finds a natural tie-in with Sky Castle.

WBIG keeps about 500 current tunes and 750 standards at Sky Castle. Any request not stocked in the castle can be played from the station's studios.

Here's what's happened since Sky Castle opened last July 4.

T. E. Atkinson, general manager of Rucker Wholesale Co. reports Schlitz beer sales increased five times, while P. H. Barringe Distributing Co. says demand for Budweiser beer shows a four times gain over previous figures. Sales of Ballantine beer and ale increased 200%, according to Carey Sloan, local distributor. A 3½ times increase in Pabst beer sales was noted by the Fred Hitchcock Distributing Co.

E. L. Kivett Southern Dairies Inc. was quoted as having a 40% increase in use of Sealtest products while A. M. Stuart of The Borden Co. said ice cream and other dairy products of his concern had jumped to 75%. Bread and other products of Ward Baking Co. sold since the Sky Castle started operating have increased 300%, according to manager James Hightower.

Soft drinks, coffee, tea, paper and other wholesalers and distributors volunteered that their sales to McClure's have increased from 40 to 200% since opening of the drive-in.

Another station has notched a success with a studio-at-a-drive-in. WGAC Augusta, Ga., since last April, has been broadcasting nightly from the suburban Yellow Jacket Drive-In. With "Spinner Ben" Mayo at the turntable, nightly programs begin at 8 o'clock and continue until midnight. On certain nights, when such network programs as the *Pabst Fights* and *Firestone Theatre* are on, Spinner Ben continues on the p. a. system at the Yellow Jacket.

The nightly programs feature popular and rhythm and blues music, with Spinner Ben catering particularly to requests from people in their cars.

Some idea of the interest involved may be adduced from the fact that more than 25,000 request forms have been filled out and handed to the car hops by the Yellow Jacket's patrons, reports station President and General Manager A. D. Willard Jr.

Understandably "gratified by the results" are owners Maurice Sturgis and Ed Dudley, who report that "dollar volume at the Yellow Jacket is up 80%" and that "a better class of clientele, particularly noticeable in family groups, has resulted from the broadcasts."

Mr. Willard makes no mystery as to why WGAC undertook this type of broadcast business. It was to replace nighttime income lost by the reduction in network business since the advent of tv, he said. He notes that payments from the drive-in, plus income from spot announcements, now equal the nighttime income from network in its hey-day.

# THEY'LL PAY TO HEAR THIS RADIO ORCHESTRA

AN ACADEMIC question raised in radio circles for years concerns the degree to which airing a recreational activity affects the box office in the area where the event takes place. The controversy has centered mostly on sporting events—baseball games, football contests and the like. People seldom think of symphony when battles begin to rage on this particular point.

To those who assert that radio can and does strengthen the popular appeal of almost any given sport or cultural event, the unprecedented success of concert tours of the Longines Symphonette, a group of about 30 musicians who have played in some 600 towns, cities, and upon occasion, hamlets, throughout the country under the baton of Mishel Piastro, should prove a strong talking point. For the past five years, Mr. Piastro and his group have delighted audiences all over the U. S.—paid audiences, that is.

Since the annual tours got underway, it is estimated that millions of music lovers have purchased tickets to hear the Longines Symphonette. The only medium promoting this widespread public acceptance—not automatically the good fortune of a touring musical group as many a harassed tour manager will testify—was and is radio.

The Symphonette can lay a just claim to being an orchestra that radio built. The tours were literally developed from interest generated by the power of the audio medium.

The promotion campaign for the Symphonette tours began quite inadvertently 16 years ago when the Longines-Wittnauer Watch Co. bought a 15-minute muscial show on radio as part of its advertising campaign. The broadcast, christened *The Longines Symphonette,* bordered on institutional advertising. Longines' product is an expensive one. Watches are priced from $70 up. The company did not intend to sell its timepieces by the gross. Longines was more concerned with attracting the potential customer's interest with good programming so that when he was in the watch market he would be well acquainted with the quality of the Longines product.

The point on which Mishel Piastro and the Longines people agreed was that the average citizen likes good music, or can be conditioned to like it, if exposed to it at the beginning in small easy-to-take doses. A

a great medium . . .

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the Program Service designed to fill radio's every need . . .

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WMAL-TV
*channel 7 in Washington. D. C., is*
now
SUPERPOWER
*Greater Coverage of the multi-billion dollar Washington market*
*Greater ABC-TV Programs backed by unparalleled audience promotion*
NO INCREASE IN RATES
*Ask the Katz Agency*

WKMI
KALAMAZOO
Western Michigan's Most Powerful Independent
Serving the Kalamazoo-Battle Creek 270,000 Metropolitan Area
★
5,000 Watts
Full Time • at 1360
Steere Broadcasting Corporation
Nat'l Rep., Forjoe

CONDUCTOR Mishel Piastro (standing) goes over a program script with Harrison Cowan (l) of Longines-Wittnauer and Frank Knight, announcer of the show since 1936.

musical taste develops automatically in children. They literally must be taught to dislike "long hair" compositions. The Symphonette is out to counteract such "instruction."

As conductor of the capsule-size symphony, Mr. Piastro was in a position to help listeners develop a taste for fine music. He tackled the problem in a basic way—choosing the most melodic movement of a symphony with a fragment of a tune that a listener could whistle, and on any one broadcast he never played more than one movement of a symphony. The program, which returns to CBS Radio for its sixth season on that network in October, Sunday afternoons, 2-2:30 p.m., has become a permanent part of the listening habits of America. Ratings, small and unimpressive at first, grew gradually but steadily, showing that people were listening to symphony and liking it.

After 11 years on the air, Mr. Piastro decided to take to the road, meet the people for whom he played and catch first hand their reactions to the idea behind the Longines broadcasts.

The fact that since the tours began, the Symphonette on the road has operated in the black—without subsidy, a well-heeled patron or sponsors other than the audiences who have come to know the group through radio and who are willing to pay to hear them even though their broadcasts are still being aired—indicates that the idea is working out just fine. It further indicates that the medium selected to spread the word has the power to reach a more diversified group of people and impress them than perhaps any other communications tool.

The reception which the tour has enjoyed is as gratifying to Longines as it is to the musicians and Mr. Piastro. Tours are so arranged that there is never an interruption in broadcasts. The Symphonette records its radio programs in advance of each tour. And the Longines company, as a result of its musical radio venture, has received an amount of publicity for which it never bargained.

A typical week's schedule of one-night stands might transport the orchestra down the West Coast from Canada to Mexico. Along the way it plays in some towns which aren't even on the map. On one trip the tour got lost in search of China Lake, Calif., where a concert was scheduled. None of the musicians could find it. Mr. Piastro had a vague recollection of passing through the town on a previous tour, when it had consisted almost entirely of a filling station and a general store. But things had changed at China Lake. When the orchestra finally found the town it had expanded to a 9,000-population city as the result of an Army research project. The Army had also thoughtfully supplied an auditorium almost the size of Carnegie Hall, complete with excellent acoustics.

Again this fall with broadcasts recorded for the CBS series, Mr. Piastro and his group will go back on the road. Again they will play before audiences who have come to know them through radio—many of whom have never seen a live symphony before. Radio, which turned casual listeners into Longines Symphonette fans, again will prompt these fans to have a look at the orchestra they listen to on CBS.

Radio's knack of implanting a thought in the minds of its listeners has worked to the Symphonette's advantage on the road, Mr. Piastro says. On a stop at Globe, Ariz., Mr. Piastro wished to cash a traveler's check at a filling station. The attendant, to whom he gave his name, was delighted to accept his autograph—but not his check. He said he wouldn't miss a Symphonette broadcast for the world and generously announced that the gas was on the house.

# BMI

# *Program*

# *Clinics–1956*

We are happy to announce, at this early date, the complete schedule of 42 BMI Program Clinics for 1956:

| States | Cities | Dates |
|---|---|---|
| ALABAMA | Birmingham | March 5 |
| ARKANSAS | Little Rock | Feb. 26 |
| ARIZONA | Phoenix | March 7 |
| CALIFORNIA | San Francisco | March 2 |
| CALIFORNIA | Los Angeles | March 5 |
| COLORADO | Estes Park | June 15 |
| FLORIDA | Orlando | May 11 |
| GEORGIA | Atlanta | March 7 |
| IDAHO | to be announced | June 4 |
| ILLINOIS | Springfield | May 9 |
| INDIANA | Indianapolis | May 11 |
| IOWA | to be announced | May 7 |
| KANSAS | to be announced | May 13 |
| KENTUCKY | Louisville | March 23 |
| LOUISIANA | New Orleans | March 2 |
| MAINE | to be announced | May 18 |
| MARYLAND – D.C. | Washington, D. C. | March 19 |
| MASSACHUSETTS | Boston | May 16 |
| MICHIGAN | to be announced | May 23 |
| MINNESOTA* | Detroit Lakes | June 8 |
| MISSISSIPPI | Jackson | Feb. 29 |
| MISSOURI | to be announced | May 16 |
| MONTANA | to be announced | June 6 |
| NEBRASKA | York | May 18 |
| NEW JERSEY | Trenton | May 7 |
| NEW MEXICO | Albuquerque | March 9 |
| NEW YORK | to be announced | May 14 |
| NORTH CAROLINA | to be announced | March 12 |
| NORTH DAKOTA* | Detroit Lakes, Minn. | June 8 |
| OHIO | to be anounced | May 21 |
| OKLAHOMA | Oklahoma City | March 16 |
| OREGON | Portland | Feb. 29 |
| PENNSYLVANIA | Harrisburg | March 21 |
| SOUTH CAROLINA | Columbia | March 9 |
| SOUTH DAKOTA* | Detroit Lakes, Minn. | June 8 |
| TENNESSEE | Nashville | May 9 |
| TEXAS | Fort Worth | March 12 |
| TEXAS | Houston | March 14 |
| UTAH | Salt Lake City | June 11 |
| VIRGINIA | Roanoke | March 14 |
| WASHINGTON | Seattle | Feb. 27 |
| WEST VIRGINIA | Wheeling | March 16 |
| WISCONSIN | Milwaukee | May 25 |
| WYOMING | Sheridan | June 13 |

*Tri-State Clinic

**BMI is delighted that FCC Chairman George C. McConnaughey and the other distinguished members of the Commission have accepted invitations to speak at as many of the clinics as their busy schedule allows.**

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WLIB

"HAS MORE NEGRO LISTENERS THAN ANY OTHER NEW YORK STATION—NETWORK OR INDEPENDENT." —PULSE 1955

30% INCREASE UP

AND STILL GOING

ONLY STATION WITH STUDIOS IN HARLEM

WLIB
HARLEM RADIO CENTER
NEW YORK 27, N. Y.

KCOH
HOUSTON

KNOK
FT. WORTH-DALLAS
formerly KWBC

WMRY
NEW ORLEANS

1 order delivers the Negro Population of the South's 3 Largest Markets ...cuts cost, too!

negro radio South

Gill-Perna, Inc., Nat'l Representatives
Lee F. O'Connell, West Coast

# NEGRO MARKETS: A RADIO JACKPOT

## *TWO SPECIALIZED STATIONS, WDIA DOWN SOUTH AND WLIB UP NORTH, SHOW HOW IT CAN BE HIT*

OF THE two major differences between U. S. broadcasting before World War II and that which exists today, the coming of television and its competition for the time of the public and the dollars of the advertisers has been amply, perhaps over-emphasized. The other great change, the more than doubling in the number of radio broadcasting stations, was less dramatic and so has been widely commented upon, but its effects have been just as significant.

Before the war, all but a very few radio stations were programmed for the so-called general public. The goal was to put on the kind of programs that everybody enjoyed: news, popular music, popular comedy. The programming level of the radio networks was comparable to that of the editorial contents of the popular national magazines; programs originated by individual stations were, with very few exceptions, not much different, except that it was phrased in the accent of the majority of people in each station's service area. The few exceptions were largely good music or foreign language stations and were virtually all located in major metropolitan centers, where even in the 1930's the interstation competion was strong.

With the multiplication of stations after the war, the pattern changed. Not that the new broadcasters deliberately changed it, but it soon became evident that markets with two or three or four radio stations already in operation had no need for more of the same kind of radio service. Listeners and advertisers alike were satisfied with things as they were; they had formed strong listening and advertising habits which could be changed only by offering them a better brand of general programming—extremely difficult for a new station to achieve, especially in markets where network affiliations were already allotted—or by offering them something different. More good music stations, more foreign language stations, more stations attempting to establish themselves by avoiding the common touch to focus their programs on a special group, a minority to be sure, but, if the station operator were a wise picker, a minority sizable enough to constitute a market that could be served with satisfaction and profit. One such group is the Negro population, pretty much neglected by prewar broadcasters, today served successfully by a score or more of stations.

A pioneer station in Negro programming—probably the first and certainly one of the first to devote its full program schedule to this audience—is WDIA Memphis. Since November 1948 this station has broadcast exclusively to the Negro audience in the Memphis area, featuring Negro entertainers as well as announcers and disc jockeys. As a 250 w daytimer, WDIA soon won a predominant place in the listening habits of the area's Negroes during the morning and afternoon hours; since June 19, 1954, when WDIA became a fulltime station, 50 kw day, 5 kw night, on the air from 4 a.m. until midnight, it has them tuned in the evenings as well. And, since Negroes comprise about 40% of the total population of the Memphis area, WDIA can count on a consistently large audience.

Market statistics show these listeners are important purchasers of foods, drugs and all other kinds of products, but this fact has not always been easy for WDIA to impress on advertising prospects. Take the Memphis automobile dealers, an example cited by Don Kern, WDIA promotion manager, who wrote B•T:

"Many of these dealers, before the advent of the WDIA Negro market, still pictured the Negro with patched pants and outstretched hand for coin of the realm. For three years, from 1948 to 1951 we presented our story but nothing could be accomplished. We did convince a few to try us for short lived schedules. Not much in results could they attribute to us. Two more years passed and then one dealer came across a successful formula.

"Douthit Sanchez, Pontiac dealer of Memphis, ran 10 one minute adjancies over a Thursday, Friday and Saturday period promoting new Pontiacs. He used straight selling copy with no gimmicks but plenty of facts concerning low prices, easy terms and high trades. Saturday afternoon his salesmen sold seven new Pontiacs to Negroes who said they heard the announcement over WDIA. Three of those cars were sold to professors at a Negro college in Holly Springs, Miss., just an hour's drive south of Memphis. The other four cars were also sold to Negroes living at various points throughout that state.

"Needless to say, the news of this dealer's success spread as fast as WDIA salesmen hit the streets and, as a result, today we are doing business with 13 different dealers, consuming an average of nearly five spots per dealer per week."

Mr. Kern also told the story of John Wellford Co., Dodge-Plymouth dealer, a tough sale as the WDIA salesman was a close relative to Mr. Wellford and hesitated to press him as hard as he might some other prospect. He finally asked that the advertising be turned over to the general manager, whom the salesman approached with the idea that most of the used cars the firm took in in trade were being wholesaled, whereas with advertising on WDIA they could be retailed. In November 1954, Wellford started a schedule of 20 announcements a week on WDIA, increased its used car retail sales from an average of 40 a month to 80 in the first month and held that new level without changing its classified newspaper advertising, giving WDIA credit for the increase. In February, Wellford dropped its WDIA schedule for a flyer in television, but after three weeks, when new car business did not increase and used car sales dropped to their former average, the company returned to radio—and WDIA— on a t.f. (till forbid) basis.

WDIA's 1948 discovery of the Negro population of Memphis as an audience worth serving and a market worth cultivating was duplicated, a couple of years later, in New York by Harry and Morris Novik, who in 1950 purchased WLIB in that city. Surveying the New York scene, which they thought they knew fairly well, they were amazed to find that outside of the veteran *Harlem Amateur Hour* broadcast each week from the Apollo Theatre and an occasional Negro disc jockey show there was practically no broadcasting directed at the more than a million New York Negroes.

This looked like a golden opportunity to the new owners of WLIB, an unparalleled chance to make a place for the station in a highly competitive field, occupied by 24 am, nine fm and seven tv stations (not counting the non-commercial municipally operated WNYC formerly managed by Morris Novik). So they headed WLIB in that direction, beginning with a survey of the city's Negro market.

"We had to look pretty hard and long before we found the kind of talent we wanted," says Harry Novik, WLIB general manager, "and then we had to train our people in the use and facilities of broadcasting so that our programs could realize their fullest potential. The next task was to sell the advertising agencies, media directors, time buyers and ad managers for many local, regional and national concerns that Negro radio provided an unduplicated original source of sales revenue."

An outstanding success story in WLIB's record book is that of Starlite Television Stores. This campaign was particularly distinguished by the fact that it undertook to insure the success of a new appliance dealer in an already overcrowded field in competition with many long established, heavily advertised firms. Robert Crespi, president of Starlite, says, "We started our campaign in Negro radio on WLIB in a very modest way with two five-minute segments across the board or a total of 50 minutes per week. Our first location was a small street floor store on the fringe of a busy commercial section of the East Bronx. All told, we occupied about 600 square feet."

From this humble beginning, Starlite Tv Stores gradually increased their WLIB billings to a point where today, in 1955, three years after they started on WLIB, they now sponsor 11½ hours per week of WLIB programs and have grown into a three-story mammoth appliance outlet on Melrose Ave. and 152nd St. in one of the busiest shopping areas of New York City. While Starlite sells all kinds of appliances, they still specialize in television sets and time payment purchases.

"We attribute our growth almost entirely to our advertising campaign on WLIB, geared and directed toward the Metropolitan New York Negro market," Mr. Crespi declares. "During the course of our three-year association with WLIB I tried radio campaigns on other New York stations claiming to specialize in the Negro field, but the returns never justified the expenditure," Mr. Crespi added. "I must admit that WLIB has fulfilled every pledge and forecast that they have made for us with regard to the types of programs they present and the sales appeal of these broadcasts in the market they serve," said Mr. Crespi. From a first year gross volume of $250,000, Starlite Tv Stores expects to top $1,100,000 in gross sales for 1955.

The experiences of these two stations programmed for Negroes, WDIA in the South, WLIB in the North, can be matched by a sizable group of other stations in other cities throughout the land who have found comparable success from serving a hitherto neglected segment of their communities' citizens. Still other broadcasters, who have focused their programming at other minority groups, have both served and profited. As in many other professions and businesses, specialization has come to radio broadcasting and success has come to the specialist.

WMRY
is FIRST!

Latest Pulse says
WMRY leads all stations in Negro homes forty-three quarter hours out of forty-eight.

We definitely say
that WMRY is first in the hearts and first in listening in Negro homes in New Orleans.

We might say, *as others have,*
that we are first in national, regional and local business. Frankly, we think we are, but we're too doggone busy building better programs to sell more merchandise, and servicing our many valued advertisers, to monitor other stations making these claims.

the Sepia Station WMRY
New Orleans

**Represented Nationally by**
**GILL-PERNA, INC.**
**Mort Silverman, General Manager**

1 - 2
The Number 1 buy for you

3 - 4
We dominate the market more

5 - 6
Check the data just for kicks

7 - 8
Take a look at the rate

9 - 10
A single buy then!

Serving over 95,000
Radio Homes

THE NORTH COUNTRY STATIONS
OF VERMONT

WIKE Newport
WTWN St. Johnsbury
WNIX Springfield

Contact McGillvra

EVERY CENT COUNTS..
SNIFF SNIFF

Your Best
"Cost Per Thousand" Buy . .
in St. Paul . . Minneapolis

The average cost . . .
19¢ per thousand impressions
in the Twin Cities
plus a bonus of seven Wisconsin
counties and a coverage of
45% of the entire Minnesota population!
Source: PULSE—May-June, 1955

WCOW
1590 ON YOUR RADIO DIAL

5000 Watts
Get the facts about the "Best" coverage from
HIL F. BEST CO.

# SPOT RADIO PROMISES TO MAKE GAINS IN '55

## SPOT WAS SPOTTY EARLY IN YEAR BUT NOW IS FIRMING UP

*NATIONAL spot business on radio will be good this fall, station representatives in New York and Chicago tell B•T. Some found the early months of 1955 slow going, but most agree that the way things look now this year's spot business will bring stations somewhat more revenue overall than they derived from spot in 1954.*

### NEW YORK

SPOT radio business is perking up and getting better as the year rolls along.

This theme, generally optimistic without showing any indication of enthusiasm getting out of hand, marked a majority of the appraisals gathered by B•T in a special, informal roundup of representation firm opinion of the immediate past, the present and the immediate future of spot radio.

To the extent that percentage comparisons could be ascertained, either for quotation or not, it appeared to be the consensus that spot radio volume for this year would run from approximately even with, to around 10% better than last year, despite a slow-down in general activity earlier in 1955.

One tempering factor cited by many representatives, both on the record and off, was the outcome of NBC's *Monitor* plans and CBS Radio's segmented sales techniques, both of which have drawn the fire of most representation firms (see story page 89). One representative, who asked that his name be withheld, declared: "Spot radio business now is good, but these things will hurt—nobody knows how much—if they are allowed to go on." Another representative, while opposed to *Monitor*-type sales plans, thought they would afflict radio "more like a carbuncle than a cancer" and that despite them radio's future is "sound and bright." At the other extreme NBC Spot Sales cited *Monitor* as a primary factor in increased advertiser demands for weekend time.

For reasons of company policy a number of representation firms queried by B•T declined to present their views for quotation. The statements:

**Station Representative Assn.** (Source: Lawrence Webb, managing director)—Reported that a spot check of SRA members revealed that most stations look forward to at least a slight increase in national spot radio for 1955 over 1954. Mr. Webb cited the comments of several representative firms as indicating an increase in spot budgets by "old timers" in radio and a return to radio by advertisers who currently have been spending their advertising dollars in tv.

**John Blair & Co.** (Source: Robert E. Eastman, executive vice president)—Urged a long, clear appraisal of spot radio's problems, and characterized the spot radio climate at the present time as "rather cloudy."

Pointing out that an appraisal of the outlook of spot radio calls for the tempering of the normal inclination to optimism with a search into the "true facts," Mr. Eastman declared that the spot medium faces four major problems. He said the "proper solution" of these problems will largely determine the outlook for national spot radio in 1956.

He listed the four problems in this way: the network spot carrier or "segmentation," offering the station's facilities at a rate far below that being charged the national spot advertiser; the competition of television, with many former spot radio advertisers concentrating on tv; widespread rate-cutting at all levels of the industry, including spot radio, and the mis-application of local rates where they exist, with national spot dollars "siphoned off by advertisers using the bait of attractive dollars to get stations to quote local rates."

Mr. Eastman advanced various approaches to be used as a solution to these problems. He urged that the combined strength of the stations be used to insist that the networks sell at the same prices as shown on the station's individual national spot rate card, applicable for any units of five minutes or less in duration. Television competition, he said, can be met by improved local station programming and by vigorous selling.

He recommended that the rate-cutting difficulty be met by the discontinuance of all "under-the-table" transactions and the publication of all rates by networks and stations alike. He said the only solution to the problem of local rates is for all stations to police carefully the manner in which the rates are quoted and to work toward the establishment of a single rate system.

**CBS Radio Spot Sales.** (Source: Henry R. Flynn, general sales manager)—Stressed that one of the "most overlooked advantages in radio today, particularly in spot radio, is the opportunity for an advertiser to gain a maximum number of consumer impressions at a price that has remained stable while other media costs have risen."

This priced-right radio policy, according to Mr. Flynn, has untied the strings of many advertising purses. He said that the rise in CBS Radio Spot Sales billings and the outlook for future business can be credited to "special plans that offer the client local personalities, capable of any regional assignment in our 14 major markets; merchandising and promotional drives that are citywide; supermarketing plans to raise the level of product purchases; maximum flexibility of seasonal sales drives—plus the sales and

# MAIL COUNT TELLS THE STORY

## Coverage Where It Counts . . . *in Every Western N. Y. City, Village and Town*

Thousands of letters and cards pour in to WHAM every week. The mail count by itself is tangible evidence of coverage. People think enough to take the trouble to write. People are what we deliver, not just coverage.

The finest NBC and local programs attract a top-quality audience. The prime market, people with money to spend. The area average spendable income is greater than the state and national averages.

Rochester, WHAM's home city, is the heart of a half-million-person market, renowned as a test-city, but WHAM-Radio covers a bonus area where more than 2,500,000 people live, work and buy.

There are 19 radio stations to choose from in this area, but Pulse shows listeners prefer WHAM-Radio.

To make sales in every Western N. Y. village and farm, contact WHAM or your nearest Hollingbery representative.

**LET WHAM RADIO SELL FOR YOU**

ROCHESTER RADIO CITY

**The STROMBERG-CARLSON Station, Rochester, N. Y. Basic NBC • 50,000 watts • clear channel • 1180 kc**

GEORGE P. HOLLINGBERY COMPANY, *National Representative* marketing guidance of one hundred research, sales research, sales promotion, publicity, sales development and sales specialists, who make up this CBS Radio organization." Mr. Flynn added:

"Throughout the years, a healthy percentage of advertising dollars has moved in the direction of spot. And the current factor governing present and future spot business rests on the size and scope of a campaign under which the advertiser can plan frequency-saturation schedules at unbelievably low cost to cope with short term and long range ad problems—and still reach the greatest number of consumers at a lower cost per thousand."

**George P. Hollingbery Co.** (Source: Fred Hague, vice president in charge of radio)—Asserted that the national spot picture is "brighter now than it has been for 18 months, but said this should not be construed as a return of spot to its old function.

"In the so called halcyon days, many advertisers used national spot as a back-drop medium and usually selected their markets on a basis of market sizes," Mr. Hague explained. "Today, spot is being used to solve an advertiser's problem—either to effectively cure, in the fastest possible time, a sick market, or to reward a healthy market. This, of course, accounts for the tremendous variety of market sizes included in any given schedule."

National spot, Mr. Hague continued, would be "an exceedingly more lush source of revenue to radio stations if it weren't for constant in-roads made by the networks."

the SWING is to...
ABC
and
KMBC-TV
Kansas City's
Most Powerful
TV Station

Effective September 28, 1955, KMBC-TV joins the nation's most dynamic and fastest-growing television network, the American Broadcasting Company. For programming details, consult your Free & Peters Colonel or:

**Don Davis**, *First Vice President*
**John Schilling**, *Vice Pres. & Gen. Mgr.*
**George Higgins**, *Vice Pres. & Sales Mgr.*
**Mori Greiner**, *Director of Television*

**H-R Representatives Inc.** (Source: Paul R. Weeks, vice president)—"The low point in spot radio has been reached and the comeback we are now seeing is but the beginning of the greatest period of growth and prosperity in radio's history."

Mr. Weeks reported that the advertising agencies are thinking "more and more" in terms of radio advertising as "the broadest and most economical medium available." He said there has been "an unmistakable" swing to radio, with concentration on the larger markets.

The future of radio, according to Mr. Weeks, is "sound and bright," despite certain recent developments. In this connection, he observed that network programming, such as *Monitor*, constitutes "a threat to national spot business, which stations have relied on for a large share of their income." He warned that such income will be "drastically cut through the depressed network rates if *Monitor*-type programming is permitted by stations to spread." Mr. Weeks added:

"But even this development, in our opinion, cannot destroy radio, but can only injure it, acting more like a carbuncle than a cancer. We also think the advertiser will turn away from it as he learns that it reduces the flexibility that has been one of the great advantages of 'spot' and may, therefore, reduce the impact that proper buying afforded on a spot basis. In other words, we trust to the good sense and experience of both stations and advertisers to overcome problems like these."

**Katz Agency.** (Source: M. S. Kellner, radio sales manager)—Felt that spot radio business as a whole was "down considerably" during the first quarter of 1955 but that the last half of this year should "come up to approximately the same level" as the last half of 1954.

He emphasized, however, that spot business varies greatly from market to market. "There are not patterns," he asserted.

One change to which he called attention was advertisers' more frequent use of "short, heavy campaigns" rather than steady day-in-day-out sponsorships that formerly prevailed. This makes it difficult to compare short-term periods "because an advertiser may go heavy for a few weeks and then ease up or drop out altogether for a while," he asserted.

Mr. Kellner said any slack-off in spot radio usage "doesn't mean that radio doesn't reach a lot of people," but, rather, that perhaps some agency people are reluctant to recommend it to their clients for fear of being called "old-fashioned." He noted that newspapers "once went through a bad period and came back, and radio will come back too because it is necessary and vital and indestructible."

"Repetition is an essential in advertising, and radio, which delivers more people per dollar than any other medium, is the only medium that will provide the frequency that is needed," Mr. Kellner asserted.

**NBC Spot Sales.** (Source: Thomas B. McFadden, vice president)—Terms 1955 as the year in which spot radio well may be "rediscovered by large and small advertisers as a necessary ingredient of every major national and local campaign." He noted that billings for the stations represented by NBC Spot Sales are, in most instances, "well ahead of last year."

"While early morning availabilities continue to be much sought after by advertisers," Mr. McFadden said, "there has been an unmistakable increase in advertiser interest in the choice early evening openings. The weekends, primarily as a result of the tremendous accomplishments of NBC's *Monitor* in giving radio listeners a vital and interesting reason to listen, have become a much sought-after commodity by advertisers, to the extent that in a number of markets weekend availabilities are virtually sold out."

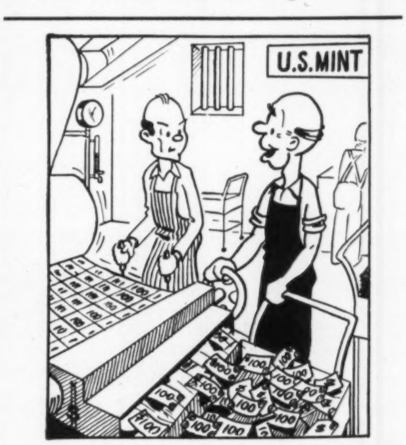
Mr. McFadden said there has been a marked trend during the year in the purchase of saturation campaigns. Many more advertisers, he added, are availing themselves of "the huge cumulative audiences which a concentrated saturation campaign can deliver during a relatively short period of time at a highly economical cost."

**The Petry Co.** (Source: William Maillefert, radio eastern sales manager)—That 1955's total dollar volume for spot radio may well exceed that of 1954. He pointed out that the fall of this year brought increased activity over the past two years, with availability requests starting in mid-summer and starting dates averaging about two weeks earlier than 1954.

Mr. Maillefert explained some characteristics of spot purchases this season by noting that station lists are smaller and more selective and proposed schedules are heavier but of shorter duration. With the present pace of buying as a criterion, Mr. Maillefert said, this year "will probably see more total advertisers using national spot than ever before."

"Business is excellent with stations that have anticipated and kept pace wtih the changing times," Mr. Maillefert declared. "Their added sales appeal results from not trying to be all things to all people all the time; but rather being THE station in their market, of a definite character, and community or area appeal along definite lines. Those stations who have maintained or improved their competitive position and their audience share are not complaining."

Mr. Maillefert painted this optimistic picture, despite the existence of these factors, which he cited: continued strong competition from other media; rising tv costs for



"I sure can thank those Super-six KRIZ Phoenix personalities for teaching me how to make money."

# HOTTEST SUMMER IN KRNT RADIO SALES HISTORY!

## New High In Local Business For A Solid 3 Months!

**• It's a fact . . . for three straight months this year, local business broke all records in dollar volume and in number of accounts on 20-year-old KRNT, Des Moines.**

**HOW? . . . With Results!**

**Sizzling SELLebrities like Don Bell, Bill Riley, Smokey Smith, Russ Van Dyke, Ralph Powers, Mary Jane Chinn, Al Couppee, and others attract and sell the BIG audience in Central Iowa. Thus—successful radio sponsors, satisfied customers.**

**• What's more, much of this gain was made in *nighttime* sales.**

KRNT

DES MOINES RADIO

THE
REGISTER
AND
TRIBUNE
STATION

**KATZ HAS THE FACTS ON HOW YOU, TOO, CAN GET THE "LOCAL SELL"! . . . WITH KRNT, THE HOOPER AND PULSE LEADER IN DES MOINES . . . DAYTIME & NIGHTTIME**

the same constant schedule; "a siphoning threat" from networks with announcement packages at cut rates, and attempts by national-type advertisers to negotiate local rates with co-op allowances or contracts through branch offices and distributors.

**Venard, Rintoul & McConnell.** (Source: Lloyd George Venard, president)—Painted a bright picture for stations on that company's client list, reporting that this year the radio outlets are doing greater volume than last year. With the upsurge of business this fall, he added, many of the stations will set national spot records for themselves.

The effectiveness of national spot radio, according to Mr. Venard, can be supported by its history of continuous growth through the years. He continued:

"National spot radio grew because it afforded mass coverage with flexibility, multiple messages, emotional appeal, dramatic presentation and front page position for the advertiser's sales story. These characteristics of national spot radio are as unchanging as the boy-meets-girl theme from the Greek theatre to today's Broadway show.

"National spot radio will grow and stations operating to meet the stricter requirements of national spot will increase national spot volume."

**Weed & Co.** (Source: Joseph J. Weed, founder)—Noted that while "there were areas in the spring and summer when spot radio experienced some reduction in business, these instances do not imply pessimism for the fall-winter season ahead.

"It is important to note that spot radio has resisted such marked downward trends as experienced by network radio," he said.

"I anticipate more activity in spot business for the fall-winter season. Many of the availabilities that exist can still be sold in entirety or split up to fill the bill for special campaigns for one-shot and short-term advertisers. There are plenty of reasons for an upward curve in spot radio sales. There are still tremendous audiences eager to listen—and buy."

**Adam J. Young Jr. Inc.** (Source: Steve Machcinski, vice president in charge of radio and tv sales)—Cited current activity and renewed interest in radio as an advertising medium as criteria, and expressed the opinion that "the remainder of 1955 and the early part of 1956 will show continued gains" in national spot business for Young-represented outlets.

Mr. Machcinski pointed to figures of receiving set sales to indicate the importance of radio in the lives of the average U. S. citizen. He observed that advertisers have become more and more aware of the true extent of radio listening, which often is not indicated by surveys.

## CHICAGO

IN CHICAGO station representative executives speak in glowing terms of business placed out of their offices the first six or eight months this year. Their predictions for fall—and overall 1955—are optimistic.

There were exceptions, of course, and the usual reluctance of some representatives to disclose percentage increase and/or decreases from 1954 because of client relationships. Some declined any comment.

But, for the most part, they agree that spot radio has generally held its own for them, or mounted perceptibly over last year.

Trend toward greater use of saturation, and long-term advertisers is evident in the reports of many representatives, as is the reawakened interest of some national advertisers who originally swore by radio and then turned to tv, only to find it too rich for their blood.

On the basis of comments by Chicago-based station representatives, there has been considerable activity by farm advertisers, and of course by automobile manufacturers, some of whom are gearing up during September for the best spot radio availabilities they can obtain to introduce their 1956 models. Others interested reported for food, drug, tobacco, cold remedy and other product categories. (Those representatives reported directly on automotive where they do not maintain Detroit branches.)

Following is a capsuled alphabetical account of what representative executives reported to B•T in Chicago on the status of spot radio business placed from their offices:

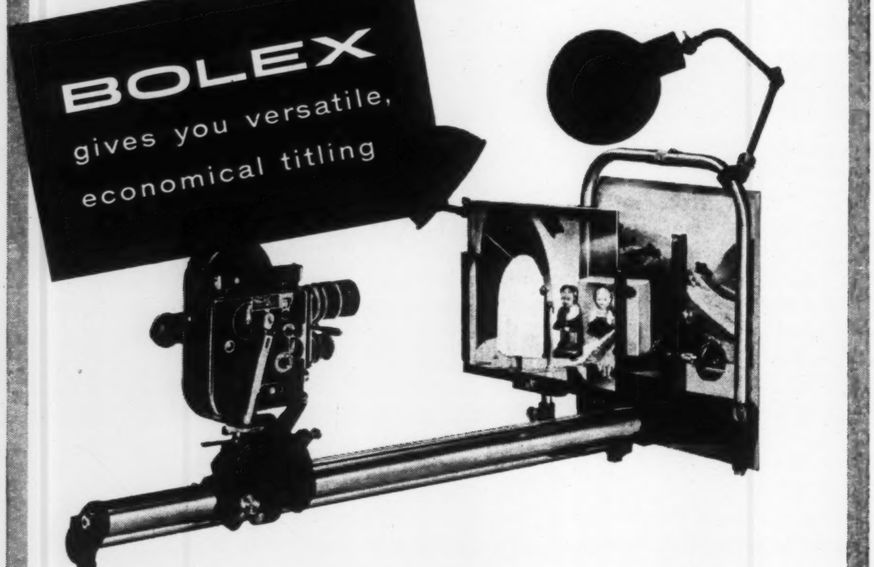
**Airspot Sales** (source: Joseph Kapps, manager)—Business has increased 25-30% over last year at this time . . . a "conservative" estimate . . . and will double 1954's by year's end. Cites problem of "getting availabilities." Increased business in hard goods field (appliances, automotive accessories).

**AM Radio Sales** (source: Jerry Glynn)—"The first six months of this year were ahead of a comparable period in 1954) and if the trend continues, the entire year will be a better one than 1954." Prospects for fall: "equally good" as for first six months. Cites more saturation spot campaigns, reawakening of interest in radio.

**Avery-Knodel Inc.** (source: J. W. (Bill) Knodel, manager)—Reports that starting with May—and through June, July, August and part of September—there have been "some increases" in spot radio out of Chicago office and thinks fall will prove out "substantially better" than last year. Some of boost is reflected in automotive business. The startling thing about spot radio, he says, is "the impact of saturation announcement campaigns—the method by which quite a number of accounts have returnd to radio. Saturation package plans [short term] are producing results for advertisers." Cites spot radio's "versatility and flexibility."

**Hil F. Best Co.** (source: Phil Duncan, salesman)—Claims a 14% increase in dollars first six months of 1955 over same period last year (though below last half of 1954). Third quarter of 1955 down from same period last year but fourth quarter orders "will even it up." A "great factor" has been increase in DeKalb Agricultural Assn. and other farm business.

**John Blair & Co.** (source: Paul Ray, manager)—Cites greater activity and looks forward "to better fall than last year." States it is encouraging that "larger advertisers and agencies are re-exploring spot radio, particularly the personality-program type of sell-



The Bolex Titler gives you speed, ease, and astonishing flexibility at low cost. You can make titles involving multiple planes. The unit is self-lighting; motion is provided with drum or roller action.

The basic unit is an accurate horizontal or vertical optical bench, seating most 16 mm cameras including the Bolex (shown), Bell and Howell, or Kodak Cine Special. For others, inquire. Special effects kit includes turntable, drum, positioning sheets for animation, and material allowing for hundreds of variations.

Contact your Bolex dealer, or for further information, write the address below, Department BT-9. Bolex Titler is $299.50 complete with special effects kit.

BOLEX

Fine Swiss mechanisms since 1814

PAILLARD PRODUCTS, INC., 100 SIXTH AVE., NEW YORK 13, N.Y.

B-156

ing." Holding its own compared to last year's billings.

**The Branham Co.** (source: Dudley Brewer)—"It looks favorable for fall."

**Burn-Smith Co.** (source: John A. Toothill, manager)—"Our radio billing for the first six months was about 20% ahead of 1954. This is for the Chicago office territory which includes Minneapolis, Detroit, Cleveland, Cincinnati, St. Louis, Kansas City, Atlanta and Memphis.

"With general business activity the way it is, the forecast for radio spot business for the next six months is encouraging.

"Our increased sales this year is principally in grocery store products, farm accounts and some cigar and cosmetic business.

"But we attribute some of the increase to certain effective in-store merchandising plans that we are offering in conjunction with spot radio in certain markets, and to some good breaks in selling some baseball business.

"Selling radio is not what you would call easy pickin's these days, but we are making more calls and also telling the basic facts about radio besides selling the particular stations that we represent."

**Capper Publications** (source: Terry Hughes, account executive)—Describes current spot radio business as a "love feast," "tremendous," with billings equal to or better than last year in most product classifications. Business as reflected in sales curve of last week and on basis of orders on books is "quite a bit better" than for 1954 at this time. Cites "big shot in arm" from automotive (Ford, Dodge) and "fantastic amount of business" from Procter & Gamble.

**CBS Radio Spot Sales** (source: Gordon F. Hayes, western sales manager)—Reports midwest office 10% ahead for the first eight months of 1955 over same period last year after "poor start" this year; gains up to 41% last few weeks. "Business is excellent. It could be the second biggest year and conceivably the biggest in our history." His findings: advertisers are signing more long-term (52-week) pacts; many tv advertisers now are buying radio; a trend toward "saturation advertising."

**Thomas F. Clark Inc.** (source: Paul Elksberry, manager)—Reports that spot radio picture looks a "little better" than last year but felt it was "hard to say" whether this should be attributed to increased orders or the addition of new stations. Reported "extra business" for Clark's Detroit office in automobile field. Also "sectional" business for new Milwaukee office. Also a newspaper reresentative.

**Continental Radio Sales** (source: Mrs. Ruth Olsen, manager)—Reports that business is "quite good," ahead of last year. Represents many stations in Alabama, California and many other southern states. Cites a good deal of "extra activity" early this month (since Labor Day), especially among farm advertisers (specifically, DeKalb Agricultural Assn.). "There has been an increase in interest in spot radio." Billings are handled out of east (New York, Philadelphia), however. Some of increase is in automotive.

**Everett-McKinney** (source: Robert Meskill)—Reports that overall business the first

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# RADIOS, AND MORE RADIOS

**By James D. Secrest**

*Exec. V. P., Radio-Electronics-Tv Mfrs. Assn.*

FROM 1950, when manufacturing activity was artificially stimulated by the fear of Korean War shortages, through 1954, the trend of radio set sales had been down. But this year, economic prosperity, the innovations in radio design and merchandising, and unprecedented values are combining to reverse the trend sharply.

According to preliminary estimates by the RETMA Statistical Department, factory production of radios through August this year was 8.7 million sets. When compared to the 6.1 million produced during the same period last year, this represents a healthy increase of 43%. While all types of radios show an upward production trend, auto radios show the most marked trend. Last year, through August, factories produced 2.5 million auto radios. This year, the total is almost double—4.5 million.

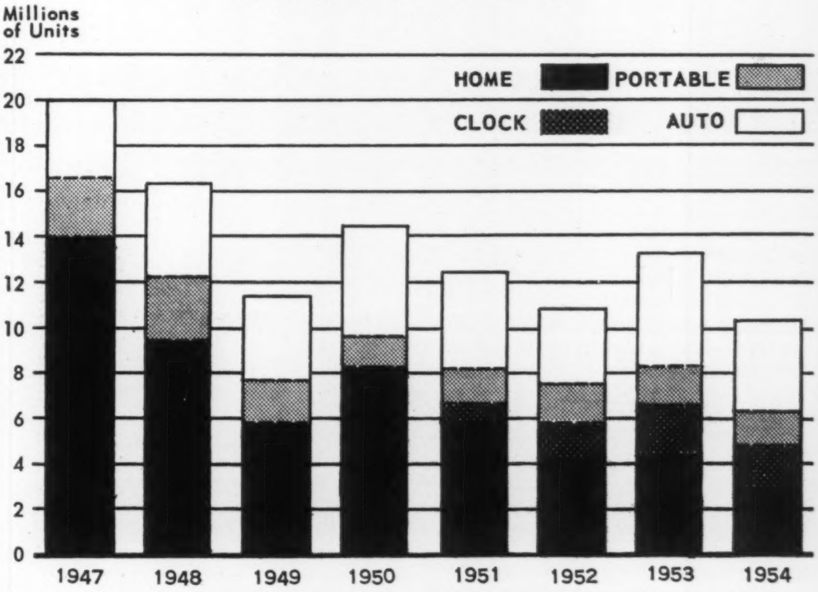
Production of home radios for the first eight months of 1955 as compared to the first eight months of 1954 is 1.8 million vs. 1.7 million, clock is 1.1 million vs. 0.9 million, and portable battery 1.3 million vs. slightly less than 1 million. This same trend is also reflected at the retail sales level.

This means that 12.3 million new radio sets may reach the public this year through direct purchases from dealers and through the purchase of new automobiles equipped with radios. Sales to the public already have risen to 7.8 million through August of this year compared to 5.8 million for the comparable 1954 period. Moreover, the five biggest months—which usually account for nearly half of dealers' annual total set sales—are still ahead.

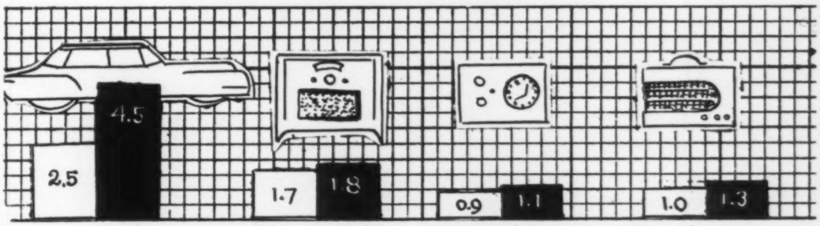
If 12.3 million radios are purchased this year, then 135 million will have been sold to consumers during the 10 years since the end of World War II. This exceeds by 31 million the entire number that were sold during the 21 years prior to World War II.

Total pipeline inventories of radio sets are about normal. The stock turn ratio for the month of August was 1 to 12. Last year during the same month, this ratio was only 1 to 14. This factor, when viewed with the already excellent radio picture and the general climb of economic prosperity, indicates that 1955 will be a banner year for manufacturers, distributors, dealers, and most importantly the public.

**SET PRODUCTION—1947 TO 1954**



**FIRST 8 MONTHS, 1954 AND 1955**



White blocks are 1954 figures, black are 1955. Numbers are in millions of units.

**WCAU RADIO**
**50,000 watts, Philadelphia**

Please send me more information about the WCAU saturation plan that delivers 1,128,960 adult listener impressions for less than a dollar per thousand.

NAME____________________
ADDRESS____________________

**WBBM RADIO**
**50,000 watts, Chicago**

Please send me more information about the WBBM saturation plan that delivers 3,994,990 adult listener impressions for less than a dollar per thousand.

NAME____________________
ADDRESS____________________

**WCCO RADIO**
**50,000 watts, Minneapolis-St. Paul**

Please send me more information about the WCCO saturation plan that delivers 1,668,030 adult listener impressions for less than a dollar per thousand.

NAME____________________
ADDRESS____________________

**WCBS RADIO**
**50,000 watts, New York**

Please send me more information about the WCBS saturation plan that delivers 4,611,180 adult listener impressions for less than a dollar per thousand.

NAME____________________
ADDRESS____________________

**KOIN RADIO**
**5,000 watts, Portland**

Please send me more information about the KOIN saturation plan that delivers 644,700 adult listener impressions for less than a dollar per thousand.

NAME____________________
ADDRESS____________________

**KNX RADIO**
**50,000 watts, Los Angeles**

Please send me more information about the KNX saturation plan that delivers 2,379,510 adult listener impressions for less than a dollar per thousand.

NAME____________________
ADDRESS____________________

**WRVA RADIO**
**50,000 watts, Richmond**

Please send me more information about the WRVA saturation plan that delivers 904,500 adult listener impressions for less than a dollar per thousand.

NAME____________________
ADDRESS____________________

**WBT RADIO**
**50,000 watts, Charlotte**

Please send me more information about the WBT saturation plan that delivers 2,959,740 adult listener impressions for less than a dollar per thousand.

NAME____________________
ADDRESS____________________

**WMBR RADIO**
**5,000 watts, Jacksonville**

Please send me more information about the WMBR saturation plan that delivers 116,550 adult listener impressions for less than a dollar per thousand.

NAME____________________
ADDRESS____________________

**KMOX RADIO**
**50,000 watts, St. Louis**

Please send me more information about the KMOX saturation plan that delivers 1,743,800 adult listener impressions for less than a dollar per thousand.

NAME____________________
ADDRESS____________________

**KSL RADIO**
**50,000 watts, Salt Lake City**

Please send me more information about the KSL saturation plan that delivers 397,320 adult listener impressions for less than a dollar per thousand.

NAME____________________
ADDRESS____________________

**WEEI RADIO**
**5,000 watts, Boston**

Please send me more information about the WEEI saturation plan that delivers 1,102,500 adult listener impressions for less than a dollar per thousand.

NAME____________________
ADDRESS____________________

**KCBS RADIO**
**50,000 watts, San Francisco**

Please send me more information about the KCBS saturation plan that delivers 1,248,500 adult listener impressions for less than a dollar per thousand.

NAME____________________
ADDRESS____________________

**WTOP RADIO**
**50,000 watts, Washington**

Please send me more information about the WTOP saturation plan that delivers 590,280 adult listener impressions for less than a dollar per thousand.

NAME____________________
ADDRESS____________________

# Wanna clip coupons?

Try burning a little midnight oil over this preferred list... a list that's sure to pay off. Top stations, all of them, they're getting top results for advertisers in fourteen of the nation's richest markets.

And they're getting results at an amazingly low cost. *Every one* of the stations represented by CBS Radio Spot Sales can offer a saturation plan that delivers adult listener impressions for *less than a dollar per thousand.*

No matter how large or how small your budget, you can't afford to overlook this kind of investment. For details and rates on available saturation plans, just clip the coupons of your choice...or call

**CBS RADIO SPOT SALES**

*Offices in New York, Chicago, Los Angeles, Detroit, San Francisco and Atlanta*

GILT EDGE
GILT EDGE
GILT EDGE
GILT EDGE
DOTY

CBS Radio Spot Sales also represents the Columbia Pacific and Bonneville Radio Networks.

Source: Latest Pulse available.

six months of this year is up 12% over same period last year; the first seven months are 25% over. Best months in 1955 September and October, on basis of advance orders for spot radio. "If this continues, our office should result in an overall 15% increase for the year." Among the big factors: the "prepared" food lines (salad dressings, meats, etc.). A big advertiser: Phenix Foods Co. (Div. of Kraft Foods Co.).

**Forjoe & Co. Inc.** (source: Tom Cinquina, manager)—Specializes in independent stations, reports approximate 23% increase in spot radio business first six months of 1955 over same period last year, with "increased interest in spot and independents." Automotive is very active, as it usually is about this time of year (Chrysler, Pontiac, Cadillac), and there seem to be more regional food accounts.

**Free & Peters Inc.** (source: John A. Cory, manager)—"It looks better to us than it has for two years. We are very optimistic. The outlook for spot radio in the midwest is very good." Cites "increased activity generally" in recent months.

**Gill-Perna Inc.** (source: Walter Beadell, midwest manager)—"Chicago business is 'way up," with activity pretty general among various product accounts. Reports a "lot of automotive business but not much volume."

**Arthur H. Hagg & Assoc. Inc.** (source: Arthur Hagg, manager)—Reports spot radio ahead of last year. Optimistic for fall.

**Headley-Reed Co.** (source: John H. Wrath, executive vice president)—Spot radio business has been "good so far this year, better than we expected." Claims independent station business is "booming" and that there has been a "trend toward independent stations." Cites increased orders by farm advertisers; automotive is "good" but will be "heavier this fall." Notes some advertisers who tried tv and have gone into radio. Discerns an increase in "short heavy accounts"—saturation campaigns.

BY JUPITER

When Jupiter controlled the skies
He strummed a harp of mammoth size.
One mighty, shivering, quivering chord
And lightning flashed—thunder roared!
Today, on Florida's busy West Coast
There's one—more powerful—of whom we boast.
King of the airways from sun-up to down,
*WPIN* wears the crown!

WPIN's clear channel signal covers the eleven county area of the West Coast of Florida completely, giving advertisers a market of 790,300 people every day with a buying income of $989,640,000.00. This dominant Independent music and news station is the West Coast of Florida's best daytime radio buy.

. . . that's why more local advertisers prefer WPIN.

WPIN

680 Clear Channel

Offices and studios in the
Royal Palm Hotel
St. Petersburg, Florida

*Arthur Mundorff, Owner-Manager*

Represented Nationally by
Walker Co., Inc.

**George P. Hollingbery Co.** (source: Frank McCarthy, manager)—"Our business is good." There has been an increase in spot radio over last year and the fall prospects "look good." A lot of saturation plans are being sold for advertisers who left radio and came back, he says.

**Hal Holman Co.** (source: Hal Holman, manager)—Claims his firm (all offices) are 11% ahead of last year at this time, allowing for deletion and addition of stations. Notes increase in four-week and similar saturation campaigns, with farm and automotive business up. Some advertisers, he says, are increasing radio upon finding tv station coverage limitations ("pulling out of state"), and there are other instances of one-time radio advertisers who went to tv then returned to the aural medium.

**H-R Representatives Inc.** (source: Carlin S. French)—"In general spot has been up. A whale of a lot of advertisers have found that television is too rich for their blood and are returning to saturation radio." Automotive business, up. Fall prospects: "good."

**Indie Sales Inc.** (source: Fred Jones)—Spot radio up over last year (60% is claimed) and "prospects look better than for first half of 1955." Claims firm did six times as much business during first quarter (though off "a few percentage points" in second). The big turn: insurance (All-State Insurance Co.). (Mr. Jones represents Donald Cooke Inc., Hil F. Best Co. as well as Indie Sales Inc.)

**The Katz Agency** (source: Gerald H. Gunst, manager)—In general spot radio seems to be "pretty fairly well holding its own." The volume is at a fairly level rate with last year." Also represents newspapers.

**Joseph Hershey McGillvra Inc.** (source: John Shelton, manager)—Business has been "very good." Claims his firm's increase generally has been a little "above the average of the industry; billings are ahead of last year," with fall prospects very good. The big factors of activity: drug, food, automotive accounts. Automotive firms seeking availabilities: De Soto, Chrysler and Pontiac.

**John E. Pearson Co.** (source: James Bowden)—Spot radio is "quite a bit" over last year at a continuing rate for the first eight months of 1955 and year's prospects are "excellent." Among contributing factors: food, tobacco accounts.

—"There is more interest in spot radio today than a couple of years ago." Cites aggressive campaigns by networks, stations and industry as a whole on rate structure, programming and other aspects to meet tv competition.

**Radio-Tv Representatives Inc.** (source: Ed Nickey, general manager)—Holding its own compared to last year. Prospects for fall: perhaps a slight increase. Claims to have recorded an 85% increase in spot radio in 1954 over 1953.

**William G. Rambeau Co.** (source: Boyd W. Lawlor, manager)—"For the first six months we are running a little ahead of last year. There seems to be more general activity, particularly in recent months." Hazy about fall prospects. Reports automotive business has been sporadic, with increases in spot radio by some, a dropoff by others.

**Sears & Ayer** (source: Burt Sears)—Ahead of last year and business looks like it will continue in same vein. "Farm accounts (DeKalb Agricultural Assn., Pioneer Hy-Bred Corn) have become active." Claims there has been general business increase.

**Venard, Rintoul & McConnell** (source: Howard B. [Howdee] Meyers, manager)—Business has been "very, very good this year," with spot radio ahead perhaps 20% and total 40-60%. A good month in August (biggest this year in 20-month history of firm). A lot of increases (a majority) in terms of billings have been in radio station field. Says Mr. Meyers: "In radio-tv markets radio has suffered but dollars are being spent, radio always seems and apparently will always continue getting an even break."

**The Walker Representation Co. Inc.** (source: Ralph C. Kelley, co-manager)—Business is "slightly up" so far this year and it "looks very good for fall." Notes that since Walker represents number of small market stations, factor of tv competition is minimized with respect to spot radio advertisers.

**Weed & Co.** (source: Neal Weed, manager)—Reports the first six months of 1955 were "slightly off" the pace of that period last year but business has been very good the past seven or eight weeks. "Activity in spot radio here is so good that it looks like business might prove superior this year to 1954." Fall prospects: very good. Prime activity factors: soaps, cleansers, flour, etc. Points out past experience has been that Chicago office business follows that of New York headquarters months later, is now feeling upsurge. (Describes this "delayed reaction" as sort of "Wall Street concept.")

**Adam J. Young Jr. Inc.** (source: William J. Reilly, manager)—"We've had the best summer in our history." Reports spot radio "poor" last year but for first six or eight months of 1955, it's been up as much as 35%, with "fine" fall prospects. No particular category responsible for surge, but there's been "new interest" in radio.

WWRL

New York

HAS THE *LARGEST*

AUDIENCE IN

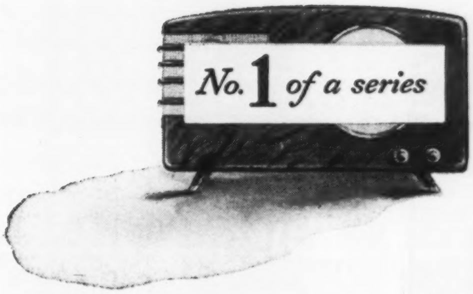
3 MARKETS

NEGRO

SPANISH

GERMAN

5,000 WATTS DE-5-1600



## WHAT'S NEW IN RADIO COMES FROM ABC

"*. . . a winning newcomer*" VARIETY

"*. . . interesting and presented with a delicate irony that's mighty refreshing . . .*" ASSOCIATED PRESS

THESE ARE REPORTS ON "IT'S TIME," THE NEW DIMENSION IN THE NEWS

IT'S TIME is a package of 18 separate five-minute broadcasts scheduled from early Saturday morning to late Sunday evening. Behind the headlines of the news lies the color, the drama and human interest that is the "heart" of the news. This is the material that IT'S TIME capsulizes and dramatizes in each broadcast designed for 1955 radio listening.

IT'S TIME brings back to radio the ringing tones of Westbrook Van Voorhis, voice of The March of Time. Produced in cooperation with the editors of TIME, this new ABC radio series, with a cast of 40 actors, is good radio, *modern* radio.

IT'S TIME is more than news or entertainment – it is compelling radio. In each fast-paced five minutes, 75 seconds of commercial places your advertising in the right "editorial setting" – believability. At $13,500 (fully commissionable) per week the 18 broadcasts of IT'S TIME deliver over 7,500,000 visits per week end at $1.42 per commercial minute.

IT'S TIME offers complete sponsor-program identification . . . more than 22 minutes of commercial time each Saturday and Sunday . . . broadcast saturation . . . true saturation.

In New York, Detroit, Chicago, Los Angeles or San Francisco call ABC Radio Network Sales for the full story on this modern way to buy radio; this modern way to *sell*.

*when it comes to* **MODERN** *radio . . .*

*. . . come to* **ABC** *Radio Network*

An average of 40 new people move into Lubbock, Texas each working day! They're part of the young, progressive audience that distinguishes the KDUB-TV market.

August set count 101,641

NOW 316,000 watts!

CBS

KDUB-TV

LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

PRESIDENT AND GEN. MGR., W. D. "DUB" ROGERS

# THE EAR HAS AN EYE

**By Henry B. Clay**

*Exec. V. P. & Gen. Mgr., KWKH Shreveport, La.*
*Chairman, NARTB Radio Board*

*Radiovision is a word which Webster describes as "television by radio." I don't know where Webster got the idea. Most people would tell you there's no such thing. Actually, such a thing exists, and its essence can result in greater impact for advertisers on radio and better business for the radio broadcaster*—Author.

FROM the chaos wrought by television from Madison Avenue to Hollywood Boulevard there is gradually emerging order. The original impact of tv on the advertising world is now being felt for what it really is—a profoundly significant force in the life of the buying public, but not the quietus of radio and the newspaper. The first alarms of the latter two media have given way to the silence of studied concentration on the applied and applicable force of the triumvirate which is newspaper, radio and television advertising.

The radio broadcaster cherishes the hope that television will be the same tonic to advertising generally that radio was a generation ago. He recalls that earlier chaos which he himself had created in the publisher's mind when it became apparent that radio was not a toy but an efficient tool. He remembers that many advertisers, with the dumbfounded consent of some publishers, were ready to ring the death knell of profitable newspaper business. And he recalls that the bell didn't toll; the funeral was postponed due to better business all around, an increased awareness of advertising generally by the man with something to sell.

But the renaissance of radio will not arrive by simple reliance on repetition of history. Like the publisher of the 30's, the radio broadcaster of the 50's must come up with some specifics. "Radiovision" is one of mine. It involves a simple maxim of psychology—posthypnotic suggestion.

An advertiser on television uses both sight and sound to capture the two most vital senses of his audience. The viewer hears the sound, sees the animations, and the impression is made—at relatively high cost to the advertiser. Virtually the same impact can be obtained on radio at much, much less cost per thousand by using the same television sound track on radio spot announcements. When the listener hears the message his mind recreates and visualizes the animations he's seen on television. Whether he's in the kitchen, the bathroom, the bedroom, on the beach or in an automobile, the listener's association and imaginative mind accomplishes television impact at radio cost.

If the tv spot has been successful at all, then its soundtrack success on radio is assured by the listener himself. The phenomenon of suggestion and association is in the first place the foundation of modern advertising. The subject's attention is drawn and fixed, the message is delivered with the admonishment "the next time you see, or need, *buy* . . ." If the advertisement succeeds it cocks the mental trigger that says "buy" hours or days later.

"Radiovision" is by no means solely for the advertiser wishing to expand his impact at low cost; it is for the advertiser now in radio and the advertiser-to-be. The former, casting about for an entry into tv, may on advice of his agency take a new tack entirely in the visual medium and a new message. Or he can tailor his radio spot carefully, selecting his key words, building a message that will be recognizable immediately to television viewers who are also radio listeners.

MR. CLAY

The advertiser-to-be, the man with a new product and a modest budget, stands to benefit especially from "Radiovision." He can begin his campaign in the effective, low-cost medium of radio with a soundtrack readily convertible to animation, quite possibly with the animation all worked out in anticipation of that time when his budget can afford the higher-priced medium with a practical frequency. He too will then be able to utilize the impact of television *and* "Radiovision."

That silent study which has replaced the original frenzy is already pointing out the fields where radio is at its best, news heading the list with music and discussion close by. And radio can do a better job cheaper: the listener does half the production job and gladly. If the radio broadcaster improves and polishes his own product, he can rely safely on the judgment of a maturing and more selective audience.

And that audience is not only thinking, it's moving. America has moved from its kitchen to the backyard barbecue pit on weeknights, from its living-room to the lake on weekends—to the thousand and one places where only radio can conveniently go. Statistics show a steady incline in tourist travel. Airlines and railroads are making it easier to haul the family cross country on liberal terms. The nation's government is planning to speed movement with long-range highway programs. And automation is giving the leisure time in which to go.

There is no time for leisurely depression in the radio industry, however. Now is the time for the broadcaster not only to improve his product but to expand his scope from selling the audience to selling the advertiser as well.

The fundamentals he knows. The new applications and directions must be sought out. "Radiovision," I believe, is one. There are others waiting to be found.

## NETWORK FALL SALES UP

*(Continued from page 66)*

day than has been evidenced during the past year-and-a-half.

"That interest is not just academic. It has manifested itself in dollars and cents with sponsors signing contracts for network time. We have signed more commerical shows during the last 30 days than in the past six months.

"More significant, however, is the rate of contract renewals signed by advertisers currently sponsoring Mutual network shows. It is encouraging to note that not one Mutual network advertiser has exercised the right to cancel programs when renewal time arrived.

"With both the advertiser and agency following a favorable course and with new and renewed contracts pacted, the network will show a healthy figure when the year's billings are totalled."

NBC's statement emphasizes *Monitor* in particular. Of the new radio service, Fred Horton, director of radio network sales, said it "is helping us to move toward the ultimate stabilization position." His full statement:

"For the first time in years there is a new interest in network radio—evidenced by active advertising agency attention, new audience attention and great critical acclaim. For the first time in years there is a truly new market for network radio sales. And for the first time in years the daily newspapers are printing lead stories on radio.

"Why all this radio activity when a year ago there was a woeful dearth of all these?

"As Bob Sarnoff said early this year, NBC is a member of neither the head-in-sand school nor the pallbearers school when it comes to facing the fact that networks have been eating losses for several years. Instead, NBC has been almost the lone proponent of the let's-do-something-about-it school in network radio thinking.

"NBC has done something about its belief that the solution for the audience shrinkage for individual programs (and our nighttime programs have consistently been in the Nielson 'Top Ten'), paralleled by a decline of individual program sponsorships during the past years, is the recapture of national circulation through multiple advertising exposures across a service.

"By experimenting with such plans as the Tandem-type sales and the Three Plan, we have tried to find the solution which will help reach the ultimate stabilization point network radio must come to if it is to survive as a useful entertainment and advertising medium.

"The most recent and successful plan for such is *Monitor*, an adapted audience service as well as a sales pattern in a major block of time, and which has created to date more dollar volume on the weekend than the weekend business of all other networks combined.

"Results-wise, *Monitor* is helping us move toward the ultimate stabilization position. It was *Monitor* which, during the third quarter of this year, was 80% sold out in its network positions—phenomenal for marginal weekend time. Over $1 million in network time sales for this quarter or ten times as such as other NBC weekend business was recorded.

"How has *Monitor* fared as a circulation builder for its advertisers? It accumulates audiences faster than any other program. In a four-week period, 13 million homes are delivered in the 14 network option hours alone.

"*Monitor* audience is 50% greater in television homes than radio-only homes, or 8 million in four weeks. We believe this is a good indication for the future as television reaches saturation.

"In a recent Advertest Turnpike survey, *Monitor* pulled a bigger share of the weekend automobile audience than all other networks put together. Also, Pulse studies show that for five owned and operated markets there are increases ranging from 13% to 27% in weekend audience (May to August).

"The business *Monitor* has created is new business not otherwise available if we were without an effective form to bring it in. With about $350,000 already signed for the fourth-quarter, with substantial additional business at the point of order, with some advertisers dropping out and new clients coming in, Pat Weaver and Bob Sarnoff

### RADIO: STILL GROWING

RADIO SETS IN WORKING ORDER IN U. S.:

| | Sept. 1955* | May 1954** |
|---|---|---|
| In living rooms | 25,500,000 | 25,320,000 |
| In bedrooms | 24,000,000 | 21,560,000 |
| In kitchens | 17,200,000 | 16,100,000 |
| In dining rooms | 4,500,000 | 4,390,000 |
| In other rooms in homes | 8,800,000 | 7,370,000 |
| TOTAL, IN U. S. HOMES | 80,000,000 | 74,740,000 |
| TOTAL, IN AUTOMOBILES | 31,000,000 | 26,180,000 |
| TOTAL, OUTSIDE HOMES, EXCEPT IN CARS | 10,000,000 | (Not estimated) |
| GRAND TOTAL, IN U. S. | 121,000,000 | 100,920,000 (in homes and cars only) |

** Interim estimate by Radio Advertising Bureau pending completion of four-network report.*
*** From study conducted by Alfred Politz Research Inc. for the radio networks and Radio Advertising Bureau and supervised and validated by Advertising Research Foundation Inc. (B•T, Sept. 27, 1954).*

WMAL-TV

*channel 7 in Washington, D. C., is*

**now**

**SUPERPOWER**

*Greater Coverage of the multi-billion dollar Washington market*

*Greater ABC-TV Programs backed by unparalleled audience promotion*

**NO INCREASE IN RATES**

*Ask the Katz Agency*

**FOR WHOM THE BALES TOIL**

*Get your share of our cotton bonanza . . .*
*Your best Louisiana Purchase*

Si Willing, Gen. Mgr.
INDIE SALES, INC.
National Rep.

**KTLD**
TALLULAH, LA.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS

50 EAST 58th STREET
NEW YORK 22, N. Y.
EL 5-0405

*All Inquiries Confidential*

told our affiliates last week of the network's most recent plan devised to help take network radio out of its doldrums—the extension of the *Monitor* pattern into the weekdays, 10 a.m. to 6 p.m., and tailor-made for daytime audience listening habits.

"Another sales trend which we believe will help stabilize the medium and which we have hopes of effecting very soon are the opening up of some of our top-rated evening attractions on a participation sales plan, devised to bring in revenue so that we can keep these evening programs on the air and maintain our evening audience leadership.

"These plans are being effected in our belief that network radio can again be utilized efficiently to reach the entire national market as, as Mr. Weaver pointed out recently, 'a supplier of *service* rather than a supplier of specific programs.' "

# RADIO'S RATE TREND SINCE TV'S ADVENT

THE history of network radio rate cards since the arrival of television has been a story of change—mostly downward—as the networks sought to contend with the glamour of the new medium and at the same time keep competitive with each other.

The Assn. of National Advertisers, through its Radio-Tv Committee, was taking potshots at radio back in 1950. The next year the same committee came out with a blast—a report purporting to show that television had cut evening radio time values up to 60% in some markets. But for the time being the network rate cards held, although in the meantime NBC had proposed—but shelved, because of affiliate opposition—that the network rates of 53 affiliates situated in tv markets be reduced.

The first break came in April 1951 when, on the eve of the NARTB convention, CBS Radio announced 10 to 15% reductions in charges for afternoon and evening time, effective July 1. The move was attributed to threats by major advertisers to reduce or drop substantial schedules they were then carrying on CBS Radio, and to off-card deals which that network alleged other networks had been making.

Affiliates of all four radio networks promptly organized and elected Paul W. Morency, WTIC Hartford, to lead them in an effort to shore up all radio's rate structures, dissuade CBS from going ahead with its plan, and persuade the other networks to hold the line. In terms of the objectives, and in retrospect, this campaign was doomed to failure, for NBC, then ABC and finally Mutual followed with generally similar reductions of their own. Their explanation: "We have to meet the competition."

Where NBC and CBS effected their savings to advertisers by cutting rates, ABC and Mutual achieved their purposes by increasing the discounts.

For a while there was quiet on the network rate front. Late in 1951, NBC came up with a new rate formula which its affiliates succeeded in shelving. Then, in the spring of 1952, talk of further cuts began to circulate. In July 1952 CBS Radio affiliates called a meeting and asked their network to restore the previous year's 10% cut and, on top of that, to hike daytime charges 20%. The network agreed to keep the rate structure intact pending a joint study by affiliates and CBS.

In August 1952 CBS and its radio affiliates got together again. Out of this general meeting, held in Chicago, came agreement on a reduction of nighttime charges by approximately 25%, effective Aug. 25. As part of the overall agreement—alternative to which would have been a straight 35% cut—the affiliates took a 15% cut in compensation from the network but won restoration of the preceding year's 10% cut in Monday-Friday daytime costs (effective the following Feb. 25), and also received assurance that the network rate structure would be maintained for at least a year.

Once again the other networks followed with adjustments of their own which, although differing somewhat, were generally comparable. In Mutual's plan, affiliates in tv markets bore the brunt of the cut.

After that, although new sales techniques and package offers continued to be developed and put into use, there were no major amendments of basic rate cards for a while.

In May 1954—again at an NARTB convention—CBS Radio came out with a 15-20% reduction in nighttime costs, to be effective Oct. 1, 1954. At the same time CBS Radio agreed, among other concessions, to give affiliates 70-second station breaks in evening hours. The new cut in time charges, accomplished via the additional-discount route, reduced the actual cost of evening hours to approximately that of prime daytime hours.

NBC came out a few weeks later with a comparable plan to meet the CBS Radio move, and ABC—which had adopted a single daytime and evening rate for its owned stations in 1953—now scrapped its complicated discount structure and worked up a new single base network rate for both day and night which it put into effect the first week of October 1954. Mutual went to the single rate, with reductions averaging up to approximately 25% in net costs of evening time, on July 1 this year.

CBS Radio, which had been working on the single-rate idea for months but was held up by negotiations over an accompanying proposal to cut affiliates' compensation by 25%, meanwhile has reached affiliate agreement on a plan that compromises the compensation issue at 20% reduction for one year—which does not reduce time costs and, in fact; slightly increases the charge for some time periods. The single rate went into effect Aug. 25.

NBC asked its affiliates 10 days ago to take a 25% cut in compensation, effective about Oct. 1, but made no mention of adopting a single rate—and network officials say they have no present plans for one.

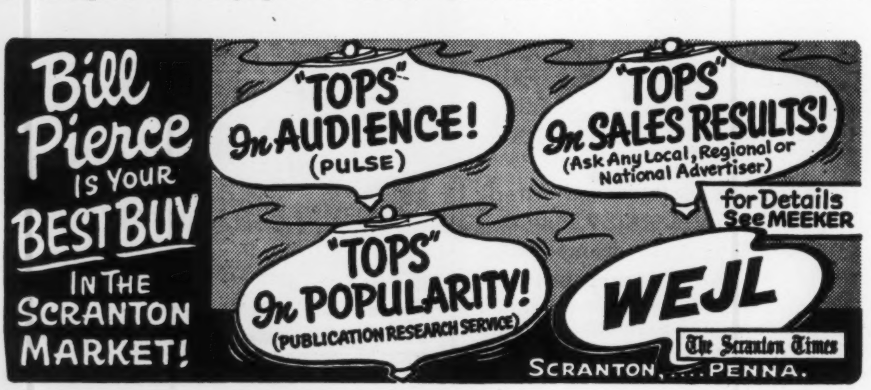
## WCUE AND GROCERIES

THE MANAGEMENT of a supermarket chain has credited WCUE Akron, Ohio, with raising the firm's grocery sales by 25%.

Last March, March & Saveway, which operates 14 supermarkets in the greater Akron area, began a 13-week campaign over WCUE. It consisted of four Monday through Saturday newscasts and two one-minute spots, using a special echo effect announcement. The copy for the first three days of the week promoted Saveway's premium plan while the last three days featured special food items.

After nine weeks, sales had increased 25%, a figure which has held up during the unseasonably hot weather, according to James Morgan, Saveway general manager, and the contract has been extended for 26 weeks. Mr. Morgan also stated that a substantial saving was made over other forms of advertising.

In the past, Saveway had used radio only on a saturation basis four or five times a year.


Bill Pierce
IS YOUR
BEST BUY
IN THE
SCRANTON
MARKET!
"TOPS" In AUDIENCE! (PULSE)
"TOPS" In SALES RESULTS! (Ask Any Local, Regional or National Advertiser)
for Details See MEEKER
"TOPS" In POPULARITY! (PUBLICATION RESEARCH SERVICE)
WEJL
The Scranton Times
SCRANTON, PENNA.

*(A&A continues from page 48)*

# 'TRIBUNE' BELITTLES IMPACT OF TV ADS

### Chicago newspaper claims telephone survey during "prime network viewing hours" shows watchers cannot identify sponsors in majority of cases.

A REFURBISHED attack on television advertising, apparently designed to imply that viewers don't watch commercials and with major emphasis on sponsor identification factors in the metropolitan Chicago tv area, was unleashed by the *Chicago Tribune* last week.

The *Tribune's* latest findings seemed certain to bring rebuttals from tv industry quarters reminiscent of the storm brewed last February by its initial presentation, which drew fire from the Television Bureau of Advertising [B•T, March 7].

The newspaper's research division threw fresh ammunition into the media breach by announcing results of telephone interviews "with people at the time they were actually viewing programs." It also claimed to survey set ownership, "attention to programs," and "diversion of attention while viewing."

Highlight of findings by its "trained investigators"—in two out of three shows, "more than half of the television audience was unable to identify the sponsor of the program." Among programs covered, "some fared better, others worse."

While limiting itself this time to Chicagoland—a random sample drawn "from all residential telephone subscribers and 27 surrounding suburbs" comprising 7,140 interviews at prime (network) viewing hours on March 14-15—the *Tribune* left no doubt it feels sponsor identification is lacking in most cases and that thus, by implication, national advertisers are not getting their money's worth on network television.

The *Tribune* stressed that sample size for each of the 37 programs covered in the survey (half-hour or more) "exceeded Advertising Research Foundation minimum standards by approximately 50%."

The newspaper emphasized it sought out "the economic heads of each household," the first choice being the female of the family. Adults (95% of these were described as "heads") were asked to identify the sponsor. One name was accepted in the case of multiple advertisers and either of alternating sponsors also was accepted, the *Tribune* reported.

## Grant Chemical, d-Con Plan Use of Radio-Tv

NEARLY all of a $480,000 advertising budget for a new 11-week campaign has been earmarked by the d-Con Co. (rodenticides, insecticides), Chicago, for the use of radio, according to Alvin Eicoff, vice president in charge of advertising for the firm.

At the same time, it was revealed that Grant Chemical Co. will embark shortly on a $180,000 saturation spot tv drive for its M-O-Lene Dry Cleaner Products, also under Mr. Eicoff's direction.

The d-Con budget was described by Mr. Eicoff as an all-time high for advertising, with "almost entirely" all of it to be spent for a series of three one-minute spots and two five-minute "special service" programs on rodent control, over 382 radio stations. Three tv outlets also will be used, he added. The agency for d-Con radio-tv is Leeds & York, Chicago.

A new series of one-minute and 20-second films has been completed for M-O-Lene by Altschul Productions Inc., for use on 61 stations in the major markets of 17 states Mr. Eicoff reported. Additionally, there has been a continuing mail order spot tv campaign under way on perhaps 325 stations, running about $45,000 per week for various Grant Co. products, Mr. Eicoff noted. The drive could average between $40,000 and $60,000 weekly for tv by year's end, he said.

## Kenyon & Eckhardt Elects Kennedy and Wheeler

KENYON & ECKHARDT, New York, has elected Kevin Kennedy and Clinton F. Wheeler vice presidents of the agency.

Mr. Kennedy has been with the firm since February 1954 as an account executive and had previously held a similar position with BBDO.

MR. KENNEDY    MR. WHEELER

Mr. Wheeler joined K&E in 1953 and before that had been director of radio and television for Hewitt, Ogilvy, Benson & Mather.

## Hoag, Boston Agency Head, Dies After Long Illness

J. P. HOAG, 52, president of Hoag & Provadine Inc., Boston advertising agency, died last week after a long illness.

Mr. Hoag entered advertising in 1923 with Westinghouse in East Pittsburgh, later becoming advertising manager of Westinghouse in New England. He was a director and former president of the Boston Advertising Club and a past president of Boston Sales Managers Club. He also served as director of the Advertising Federation of America.

# GEN. MOTORS TOPS PIB MEDIA TALLY

TWO top automobile makers—General Motors and Chrysler Corp.—have driven upward in a listing of 100 leading media advertisers published last week for the first six months of this year. The list is part of a semi-annual compilation included in *National Advertising Investments*, based on media measured by Publishers Information Bureau.

*Investments* covers advertising in about 100 general and national farm magazines, Sunday newspaper sections and supplements, on network radio and network tv.

General Motors, which spent nearly $27 million in these media for the six-month period, replaced Procter & Gamble in the No. 1 spot. P & G was second with $25 million, followed by General Foods which had placed fourth last year. GF changed rank with Colgate-Palmolive Co., which for the six-month period last year was third.

Chrysler moved up from seventh to fifth, Gillette from twelfth to sixth ranking. R. J. Reynolds Tobacco dropped out of the top ranking 10 to 12th place.

The 100 leading advertisers in the first six months of this year invested $365 million in the PIB-measured media, while the top 100 for last year's first half showed a total of $325 million.

## Whirlpool-Seeger Merger Approved by Stockholders

MERGER agreement involving Whirlpool Corp. and Seeger Refrigerator Co., to be reorganized as Whirlpool Seeger Corp. and include air conditioning and stove departments of RCA, was approved by stockholders of both companies at meetings in New York and St. Paul Tuesday [B•T, Aug. 15, July 25].

They approved the merger by a combined majority of more than 90% of stock represented in person and by proxy. The new firm becomes a reality this month, with Elisha Gray II, former Whirlpool president, as president and Walter G. Seeger, former Seeger head, as board chairman. Frank M. Folsom, RCA president, will serve as one of the directors. RCA's departments are among the assets of Delaware Appliance Corp., third member of the merger.

Delaware Appliance Corp. recently was organized under that state's laws and RCA is transferring to it the net amount of $21,600,000 in cash and assets other than accounts receivable of its stove and air conditioning units.

music makes dollars
when you advertise on KDEF

KDEF

**first** IN MUSIC and NEWS
ALBUQUERQUE
1000 WATTS    1280 KC
National REP. McGILLVRA

## Merkel's Fall Advertising Includes Seven N. Y. Stations

MERKEL Inc. (packers of pork products), Jamaica, N. Y., last week announced its fall and winter advertising and promotion campaign. Radio, newspapers and magazines as well as bus cards and trade publications will be used.

The radio schedule includes newscasts on seven New York stations: WMGM, WRCA, WINS, WCBS, WOR, WABC and WMCA, with Merkel Meats represented as a sponsor for the following newscasters: Harry Clark, Charles F. McCarthy, Henry Gladstone, Dick de Freitas, Peter Roberts, and Bob Callum. In addition the Merkel's campaign includes sponsorship of the *Bob and Ray Show*, the *Martha Deane Show* and *Luncheon at Sardi's*. The highlight of the radio schedule is a specially created Merkel show, *Visit With Josie*, featuring cooking authority Josphine McCarthy, five times weekly on WNBC New York.

Agency for Merkel is The Blaine-Thompson Co., New York.

## Kitchens of Sara Lee Inc. Extending Use of Radio, Tv

KITCHENS of Sara Lee Inc., which last week announced establishment of national distribution for its bakery products, is currently using radio and tv and plans to extend these media.

The company, whose account is handled by Cunningham & Walsh, Chicago, has already bought chain breaks in 10 major markets in which the ABC-TV Walt Disney *Mickey Mouse Club* series will be telecast. Also under wraps is a radio-tv announcement campaign for Chicago starting Oct. 27.

Charles W. Lubin, president of Sara Lee, announced plans for national operation (claimed to be the first specialty bakery firm to start mass distribution) at a news conference in New York Wednesday. Sara Lee reported sales of nearly $5 million in 1954, its fourth year of operation.

The company has been using WXYZ Detroit (radio) and some months ago launched a spot tv test drive in certain eastern markets.

YOU COULD REACH

**Up to One-Third***

**of the "sets in use" in the rich Holland (Mich.) area market without WHTC— but to do it you'd need to buy time on four networks, two Chicago independents and two Grand Rapids independents!**

**It's Simpler — More Effective to use WHTC—and the cost per sale is so much lower on WHTC. It's the BEST way.**

* * * *

***Ask the nearest BEST office for survey figures and avails.**

* * * *

**WHTC Holland Mich. is radio at its BEST!**

*Represented by*

**HIL F. BEST CO.**

## ANTELL BUDGETS $2 MILLION MORE

CHARLES ANTELL announced last week that it has budgeted $2 million for a television campaign to be launched on behalf of its new product, a liquid makeup. The company will sponsor three morning half-hour *Search for Beauty* and one evening, half-hour weekly *Hollywood's Best* on ABC-TV, plus a concentrated spot coverage in 150 markets.

Product Services Inc., New York, advertising agency for Charles Antell, reported that it now is in the market for another suitable evening half-hour on behalf of its client.

## Evans Named Director Of N. Y. Radio-Tv Clinic

JACOB A. EVANS, newly appointed account executive, McCann-Erickson, New York, [B•T, Sept. 12] was named Thursday as director of the Radio & Television Clinic to be held as part of the Advertising Club of New York's Advertising & Selling Course.

Among those who will serve as clinic leaders: Hamilton Shea, NBC vice president and general manager of WRCA-AM-TV New York; Frank Pellegrin, vice president of H-R Representatives; Sherril Taylor, director of sales promotion and advertising of CBS Radio; Don L. Kearney, ABC Film Syndication; Michael Levin, director, radio and tv, Erwin, Wasey & Co., and Matthew J. Culligan, national sales and merchandising manager of NBC.

## 75 Colleges Furnished UP By American Tobacco Co.

AMERICAN TOBACCO Co. (Lucky Strike cigarettes) will bring the full United Press teletype news service to the radio studios of 75 colleges as part of the cigarette company's fall plans.

Ordinarily the cost of a UP 24-hour service is too high for college stations. The Lucky Strike campaign will include a contest for the best news broadcast. Participating stations will submit three tapes selected from the season's output. As prizes, winning stations will receive studio equipment such as tape recorders and microphones.

BBDO, New York, is the agency for Lucky Strike. National station representative is the College Radio Corp.

## CPRN Signs Feenamint

PHARMACO Inc., for Feenamint, Chooz & Medigum, has signed for sponsorship of the Tuesday and Thursday portions of *Second Mrs. Burton*, weekdays 11-11:15 a.m., on 23 stations of the Columbia Pacific Radio Network, it was announced Thursday by Bert S. West, general sales manager of CPRN and key outlet KNX Los Angeles. Contract for 13 weeks was placed through Clifford, Steers and Shenfield, New York.

## Four Advertisers Take MBS Participation Shows

SIGNING of four sponsors for programs over Mutual was announced last week by Harry Trenner, MBS vice president in charge of sales.

Contracts for participations in MBS' multi-message programs, including *Story Time* (Mon.-Fri., 11-11:25 a.m. EDT) and in the evening mystery-adventure drama (Mon.-Fri., 8-8:30 p.m. EDT) were signed by Grove Labs. Inc., Florida Citrus Commission and Norwich Pharmacal Co., all through Benton & Bowles, New York. Seeman Bros. Inc., through Norman, Craig & Kummel, New York, will sponsor *Tomorrow's Front Page Headlines* (Sun., 6:15-6:30 p.m. EDT), starting Oct. 2.

## Marciano-Moore Title Bout Radio Coverage Expanded

PABST BREWING Co. has extended its coverage of the Rocky Marciano-Archie Moore heavyweight championship fight from 350 to the complete ABC Radio Network of approximately 500 stations, the company announced in Chicago Tuesday. The fight also will be aired in Alaska, Hawaii, Guam, Puerto Rico, Cuba, Canada and South America. Pabst claims the additional stations will mean an "alltime record for a radio broadcast" in terms of coverage. Independent stations also are scheduled to broadcast the bout.

## Bryan Houston Expands

BRYAN HOUSTON Inc., New York, has moved to larger quarters at 730 Fifth Ave. as a result of increased business, Bryan Houston, president of the agency, announced last week. The acquisition of additional accounts, with a subsequent increase in personnel during the past 12 months, necessitated the move from 10 Rockefeller Plaza to the new address, which will approximately double present floor space.

## Quaker Buys 'Preston'

QUAKER OATS Co. through Wherry, Baker & Tilden, Chicago, has signed for the film package *Sergeant Preston of the Yukon* on CBS-TV in the Thursday 7:30-8 p.m. EST period starting Sept. 29, the network confirmed Thursday. The new tv film series is being produced by Charles E. Skinner Productions, Hollywood, with Richard Simmons in the lead role.

## ARF Distributes Report

IN RESPONSE to several requests for an impartial opinion on whether pre-listing is essential in probability sampling, Advertising Research Foundation said last week it has sent subscribers copies of a report prepared on the subject for ARF by a prominent researcher, Dr. W. Edwards Deming. His treatise discusses possible types of the sampling unit "in the last stage of selection in a probability sample."

### NEW BUSINESS

**General Foods** (Instant Swans Down cake mix), N. Y., extending present radio spot schedule in 13 markets, which ends Sept. 26, for another six weeks starting Oct. 13. Agency: Young & Rubicam, N. Y.

**Roman Meal Co.,** Tacoma, Wash., for cereals and muffin mixes has signed for Mon.-Wed.-Fri. edition of *Bob Garred and the News* (Mon.-

Fri., 9:15-9:30 a.m. PST) on 62 Pacific Coast and mountain stations of ABC Radio, effective today (Mon.). Agency: Roy S. Durstine, S.F.

**Bristol-Myers Co.,** N. Y., will sponsor *Alfred Hitchcock Presents* effective Oct. 2, on CBS-TV (Sun., 9:30-10 p.m.), effective Oct. 20. Show is filmed at Revue Productions, Hollywood. Agency: Young & Rubicam, N. Y.

**Chevrolet Motors Div.,** General Motors Corp., Detroit, will sponsor *Crossroads* on ABC-TV (Fri. 8:30-9 p.m. EDT), effective Oct. 7. Agency: Campbell-Ewald Co., N. Y.

### AGENCY APPOINTMENTS

**Red Top Brewing Co.,** Cincinnati, has appointed Ruthrauff & Ryan, Chicago, for Red Top beer and ale. Agency previously handled account in 1950-51.

**Arthur Mertens Steak House Co.** (quick-cooking frozen cubed steaks) has appointed Honig-Cooper Co., S. F.

### A&A PEOPLE

**Margery Carleson,** formerly with KUTV (TV) Salt Lake City, to Axelsen Adv. Agency, same city, as radio-tv director and copy chief.

**A. von Gontard,** vice chairman of board, vice president and director of sales and advertising and executive committee chairman, Anheuser-Busch Inc. (Budweiser beer), St. Louis, retires Oct. 1.

**Jerome M. Cowle,** formerly copy supervisor, Campbell-Ewald Co., Detroit, appointed copy chief, Grant Adv., Detroit.

**Marshall Clark,** vice president, Benton & Bowles, N. Y., appointed advertising director, Scott Paper Co., Chester, Pa., succeeding **Harry C. Pardee,** retiring.

**Marvin L. Rand,** account and promotion specialist, Klau-Van Pietersom-Dunlap Inc., Milwaukee, named director of newly formed public relations div.; **Winston C. Williams** to agency's account staff.

**Joseph Close** to Honig-Cooper, S. F., as research director; **Harold Ford** to agency as merchandising director.

**Lionel Ormsby,** for nine years account executive, Dozier, Eastman & Co., L. A., to Charles Bowes Adv., same city, in same capacity.

**Charles Fahler,** formerly brand manager, Swift & Co. (food products), Chicago, and **Robert Joselyn,** formerly brand manager, Armour & Co. (food products), Chicago, join Simoniz Co. same city, as brand advertising managers; **Kay Nyblad** named consumer service supervisor.

**Jean Van Eskay,** formerly with national edition, *Tv Guide,* Phila., to radio-tv dept., Feigenbaum & Wermen Adv. Agency, Phila., as timebuyer, also handling radio-tv accounts' promotion and publicity.

**Marguerite Nash** named media assistant, Stromberger, LaVene, McKenzie, L. A.

**Nancy Lovejoy Breuner,** formerly staff correspondent, *Women's Wear Daily,* to Bernard B. Schnitzer Inc., S. F., as copywriter and assistant account executive.

**William R. Baker Jr.,** chairman of board, Benton & Bowles, N. Y., named vice chairman, $400,000 golden jubilee fund-raising campaign for Travelers Aid Society of N. Y.

**Chester Stover,** Reach, Yates & Mattoon, N. Y., rejoins Dancer-Fitzgerald-Sample, N. Y., as copywriter.

**Lawrence A. Rockelein,** Grant Adv., N. Y., to Ruthrauff & Ryan, N. Y., as copywriter.

# REPUBLIC CONSENT DECREE MAY ALLOW TV-USE OF 3-YEAR-OLD FEATURE FILMS

**Republic Pictures, government agreement implies top star and story motion pictures will be available to tv and non-theatrical use after three years from release date.**

IT LOOKS like tv stations may be able to get their hands on Hollywood feature length films about three years after they are released for theatrical exhibition.

That's the portent for ending the tv feature film famine implied in the consent decree signed by Republic Pictures Corp. and subsidiary and the government last week. That seems to be the period of protection for theatre exhibitors which the Justice Dept. agreed should be maintained for top star, top story motion picture films.

The Justice Dept. announced last week that it had entered into a consent judgment with Republic, the terms of which will make available in 16 mm form feature pictures for tv—and for other, non-theatrical use (clubs, veteran's hospitals, schools, churches, etc.).

The trial of the other defendants in this antitrust suit is scheduled to begin in Los Angeles District Court tomorrow (Tuesday).

In the judgment entered last week in Los Angeles, Republic was given 90 days to offer for licensing on tv 80% of its feature films produced and released for exhibition before August 1, 1948. It was then given an indeterminate period to negotiate with "interested parties" (unions, performers, and other right holders) regarding release of post Aug. 1, 1948, films. Within two years thereafter, Republic must license for tv 25% of its feature films three years old or older. Each year thereafter, Republic will be required to offer to tv at least 50% of its feature product three years old.

The consent decree also requires Republic to offer for licensing to outlets other than tv 80% of its feature films two years after such films are released for national theatrical exhibition.

### Non-Competitive Films

It is understood that films shown in so-called "club" dates are not considered as competitive to movie house exhibition as is tv. Therefore the two-year protection period, instead of the three-year lag for tv.

Among the tv defendants is RKO Pictures, recently bought by General Teleradio Inc. for $25 million. GT owns a number of radio and tv stations, including WOR-AM-FM-TV New York, and is the majority stockholder in Mutual Broadcasting System. GT is 90% owned by General Tire & Rubber Co., Akron, Ohio, and 10% by R. H. Macy & Co., New York.

Other defendants in the government's suit are Twentieth Century-Fox, Warner Bros., Universal-International, and others.

The government filed its suit in 1952. It charged that the 12 producing companies conspired to withhold 16 mm prints of feature films from tv and other non-exhibitor use.

Feature films for tv mainly have been secured from other than major studio owners. In many cases, rights are held by individuals or non-Hollywood firms. Tv has also used an increasing number of foreign made films, especially British.

More recently, however, some of the studios have made older feature films available to tv. Republic was one of these and protested initially when it was named as a defendant.

Republic President Herbert J. Yates said last Wednesday that his company already has released 300 features for tv, and thus has met the first requirement to permit 80% of Republic feature films, produced and released before Aug. 1, 1948, to go to tv.

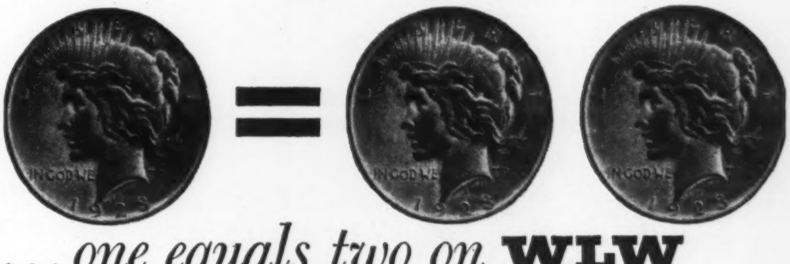
Other studios have always maintained that there was a two-fold reason for not releasing feature films for tv showings. This was, they explainded, that (1) tv could not pay enough for the films which had, in some instances, estimated theatrical re-run values running into the millions, and (2) they could not afford to alienate their exhibitor customers.

Exhibitor groups—Theatre Owners of America and Allied States Assn. of Motion Picture Exhibitors are the principal trade associations —are generally opposed to the release of any feature film for tv.

There are, it is believed, about 5,000 feature films on 16 mm width. About 2,000 of these would be worth using on tv, it is understood; the remainder are outdated.

## Scanlon Elected V. P.

ERNEST SCANLON, former studio manager at RKO Radio Pictures Corp., has been appointed vice president and treasurer of United Productions of America, Burbank, Calif., television film packager, it was announced Thursday by Stephen Bosustow, UPA president. Mr. Scanlon has been financial consultant and a member of the UPA board.



*An additional dollar's worth of product promotion for every advertising dollar.*

. . . one equals two on WLW
RADIO

. . . *a distinguished member of the Crosley Group*

Exclusive sales offices: New York, Cincinnati, Dayton, Columbus, Chicago, Atlanta, Miami

# ELECTRONICAM SYSTEM INCREASED USE CITED

### Tv film system being utilized by New York agencies who cite reduced costs and likeness to live action. At least three shows for fall being filmed in new process.

INCREASING use by New York advertising agencies, program packagers and film producers of DuMont's Electronicam tv film system was reported last week by John H. Bachem, general manager of DuMont's Electronicam Production Services.

Among the advertising agencies that have used Electronicam to place their programming on film are Norman, Craig & Kummel, Campbell-Ewald, and the William Esty Co., all of New York. According to Mr. Bachem, spokesmen for the three agencies lauded Electronicam as a method that reduces costs and preserves the spontaneity of "live" action.

The system was used by Norman, Craig & Kummel for producing a 60-second film for the new Ronson Electric Shaver, and three one-minute commercials for Blatz Breweries on behalf of its Tempo beer. Campbell-Ewald filmed a series of tests for announcers it conducted this fall for Chevrolet, and the William Esty Co. filmed an all-client, all product demonstration which dramatized the advantages of the Electronicam system in terms of its time-saving and its "live action" quality.

Jackie Gleason and his company are putting two programs a week on 35 mm film for *The Honeymooners* series, which will be presented on CBS-TV this fall under the sponsorship of Buick. Warren Wade is filming his award-winning *Broadway Tv Theatre* on 16 mm film, and Les Paul and Mary Ford are starring in a production of the first series of 105 programs that are being filmed for placement on a national spot basis, through Lambert & Feasley, New York, for Listerine antiseptic and Antizyme toothpaste.

Currently the work with Electronicam is being carried out on 35 mm film at the Adelphi Teletheatre and on 16 mm film at DuMont's Telecenter.

"660 in DIXIE"
LEADS IN TOTAL MORNING AUDIENCE

PULSE *

| 6 AM | Noon |
|---|---|
| WESC | 22 |
| "B" NET | 19 |
| "C" NET | 12 |
| "D" NET | 11 |
| "E" NET | 4 |

* Four county PULSE Nov. 29 through Dec. 2, 1954

50,000 WATTS
CLEAR CHANNEL
ONE OF THE SOUTH'S LEADING INDEPENDENTS

WESC

GREENVILLE, S. CAROLINA
Represented Nationally by RAMBEAU
in the Southeast by CLARKE-BROWN

## UNESCO Meeting To Promote International Film Exchange

FOUR-day meeting called by the United Nations Educational, Scientific and Cultural Organization will open in Tangier, Morocco, today (Monday) to promote international cooperation between film and television interests throughout the world.

More than 40 delegates from various countries will attend the conference. James Nelson, assistant to Sylvester L. Weaver Jr., NBC president, will represent this country's broadcasting networks. Other American delegates will include Paul Wagner, executive director of the Film Council for America; Maurice Mitchell, president of Encyclopedia Britannica Films, and Paul Talbot, president of Fremantle Overseas Radio and Television Inc.

Another objective of the Tangier meeting, over which Tor Gjesdal, director of UNESCO's mass communications department, will preside, is to assist television organizations in their efforts to obtain films and film footage from other countries.

## Interstate Goes Global

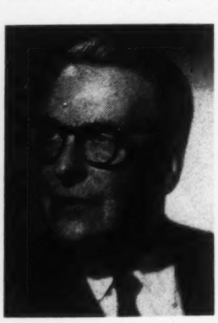
TELEVISION subsidiary of Allied Artists will embark on global distribution, G. Ralph Branton, president of Interstate Television Corp., the subsidiary, announced last week. Allied Artists foreign representatives will handle Interstate as well as AA products, Mr. Branton revealed. Markets to be developed include France, England, Belgium, Italy, Cuba, Puerto Rico, Venezuela, Colombia, Mexico, and Brazil.

## Jessel-Roberts Firm Formed

FORMATION of Jessel - Roberts Production Corp., New York and Hollywood, tv film production film, marking debut of George Jessel as tv producer, has been announced. First film, in color, will be *Guest of Honor*.

### FILM PEOPLE

**Clifford Howcroft,** distribution manager heading Washington office, Cathedral Films, Hollywood, appointed sales and promotion director, continuing in Washington, succeeding **Brunson Motley,** vice president in charge of sales and promotion who has resigned with unannounced future plans.


MR. HOWCROFT

**Mort Stein,** former motion picture special effects man, appointed production coordinator, Lou Lilly Productions (commerical, tv film), Hollywood.

# NARTB REGIONALS OPEN IN CHICAGO

### Second of NARTB's annual autumn regional meetings set at Saranac Lake, N. Y.

TWO regional meetings, starting at Chicago today (Monday) and at Saranac Lake, N. Y., Thursday, will open NARTB's annual group of autumn conventions.

Registrations for both the Chicago and Saranac Lake meetings picked up rapidly last week, according to NARTB. As of Thursday, 125 rooms had been reserved for the Chicago meeting and 106 for Saranac Lake. Attendance at each may reach the 200 mark, it was predicted.

Presiding at Chicago as host director is William Holm, WLPO LaSalle, Ill. Ward Quaal, WLWT (TV) Cincinnati, will be in the chair at some of the sessions as a member of the NARTB Tv Board.

States taking part in the Chicago meeting are Kentucky, Ohio, Indiana, Michigan, Illinois and Wisconsin. Formerly these states, comprising three districts, held separate meetings [B•T, Sept. 12].

E. R. Vadeboncoeur, WSYR Syracuse, N. Y., will be host director at the Saranac Lake meeting. William Fay, WHAM-TV Rochester, a member of the Tv Board, will preside at tv sessions. This meeting brings delegates from New England as well as New York and New Jersey, formerly comprising two districts.

The three-day agenda, divided into Radio, Association and Tv Days, includes speakers from agency and advertiser fields in addition to broadcasters and NARTB staff executives. Harold E. Fellows, NARTB president, will address the Tuesday luncheon at Chicago and Friday luncheon at Saranac Lake.

### Radio Day Programs

The Radio Day programs include these NARTB staff executives: A. Prose Walker, engineering manager; Charles H. Tower, employer-employe relations manager; John F. Meagher, radio vice president, who directs the afternoon "bull sessions," a closed-door feature.

Joseph M. Sitrick, NARTB publicity-information manager, speaks on Association Day on the topic, "What You Don't Know Can Hurt You." Vincent T. Wasilewski, government relations manager, will review legislative and regulatory developments.

The business session will be held in the afternoon after Mr. Fellows' talk. State association presidents will report at this session.

Television Day speakers include Thad H. Brown, NARTB tv vice president; Oliver Treyz, president, Television Bureau of Advertising; Clair R. McCollough, Steinman Stations, tv luncheon speaker at Chicago, and Paul Raibourn, KTLA (TV) Los Angeles, at Saranac Lake. Messrs. McCollough and Raibourn are members of the NARTB Tv Board.

Edward H. Bronson, NARTB director of tv code affairs, will moderate panels at all meetings on operation of the code. Network and station speakers will go into the practice side of code enforcement.

Featured speaker at the opening luncheon in

SO HELP ME HANNA
it's
WHCU
ITHACA, NEW YORK

Chicago is Robert E. Anderson, vice president of BBDO Detroit.

Representatives of National Assn. of Tv-Radio Farm Directors and Radio-Tv News Directors Assn. are to participate in the regional meeting series.

A member of the FCC is to address each banquet on Association Day. Comr. Robert E. Lee will speak at Chicago and Comr. Robert T. Bartley will address the Saranac Lake dinner.

Third meeting of the series will be held Sept. 28-30 at New Orleans. States participating will be Florida, Georgia, Alabama, Mississippi, Louisiana, Arkansas, Tennessee and Puerto Rico.

## Radio Adv. Bureau Starts Fall Series

AS PART of its effort to present the case for radio to major advertisers not using the medium on a substantial basis, RAB last week launched its fall series of sales committee presentations in Tampa-St. Petersburg, Fla., Augusta, Ga., Columbia, S. C., and Richmond, Va.

These cities were the first of 28 where an RAB executive and the combined RAB member stations jointly present radio's story to selected advertisers. The RAB executives participating in the project are Kevin Sweeney, president; Arch L. Madsen, director of station relations, and R. David Kimble, director of local sales and services.

Under the sales committee procedure, RAB member stations in each city convene as a sales committee to select three advertisers as prospects for increased budgets in radio. The committee provides RAB with background on each of these prospects, and the radio trade association prepares a slide presentation aimed at each of the potential advertisers. Representatives of each station accompany the RAB executive making the presentation to the offices of the prospect where a meeting is held with the top management of the organization.

Messrs. Sweeney, Kimble and Madsen conducted sales committee presentations in 30 cities between January and July. This year's schedule of 58 cities more than doubles RAB's record of 26 cities. Among the cities to be visited during the fall series are St. Louis, Los Angeles, Memphis, Milwaukee, Chicago, Spokane, Cincinnati, Indianapolis and Louisville.

## California Broadcasters Name Officers, Directors

ELECTION of district directors and sales committee members for outlying areas of Southern California Broadcasters Assn. has been announced by Norman J. Ostby, vice president in charge of station relations for the Mutual Don Lee Network and SCBA president.

Director for District One, coastal strip from Oxnard to San Luis Obispo, is John L. Groom, co-owner KSMA Santa Maria; District Two, lower San Joaquin Valley area, Leo Schamblin, owner KPMC Bakersfield; District Three, Riverside and desert areas, Willard Hasbrook, president and manager KFXM San Bernardino. Members appointed to SCBA sales committee are: District One, James Hagerman, co-owner KSMA; District Two, Frank Wilber, KBIS Bakersfield, and District Three, Mr. Hasbrook.

## Mo. Broadcasters to Meet

MISSOURI Broadcasters Assoc. will meet in Jefferson City, Mo., Oct. 8, with the election of directors and officers the main business. Sam A. Burk, KIRX Kirksville is the association president.

# KEEP TV SIMPLE AND WIN VOTES—NIXON

### Vice President discusses television techniques for candidates at RTES luncheon in New York; recalls details of 1952 tv appearance after charges of private political fund.

VICE President Richard M. Nixon discussed the use of television from the standpoint of the candidate before 600 members and guests of the Radio & Television Executives Society at its first luncheon of the season last Wednesday in New York's Roosevelt Hotel.

Mr. Nixon advised executives to sell the candidate "the best time, even though it costs twice as much" and to urge the candidate to promote that time with advertisements and work within the campaign organization.

The important point in television is getting an audience, he asserted, and to keep it, as well as convincing the audience to vote for the candidate. One way to draw viewers is to have a personage like the President, or have a program like the *$64,000 Question,* or a debate (a fight) or possibly a question and answer period, and there is the "so-called studio fireside chat which has been used effectively by a number of people in public life," he said.

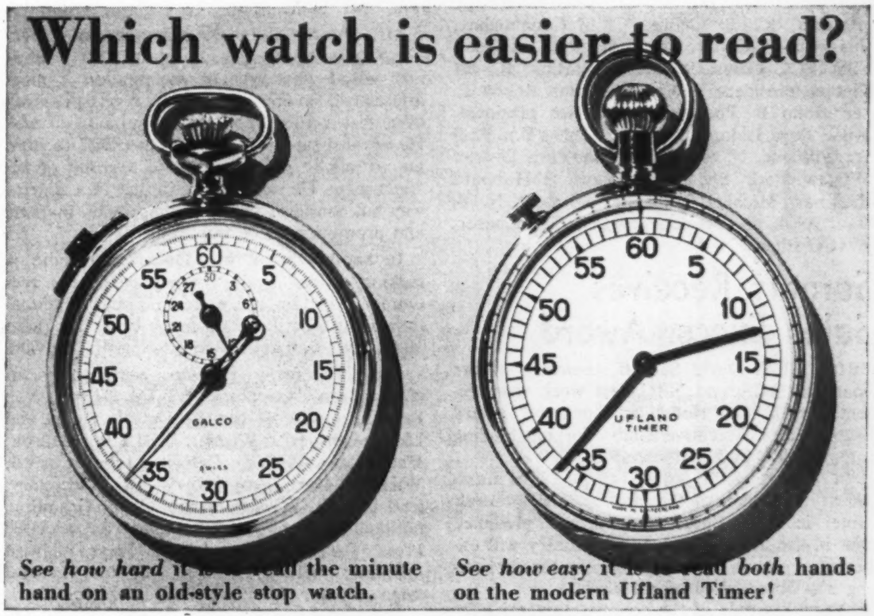
"Spot announcements on radio and television are very, very effective," he said. "They get your name and face in the minds of the people . . . I advise many candidates to concentrate on five-minute spots in addition to one-minute station breaks as well."

During Senate, House and local campaigns in election years, Mr. Nixon suggested, stations should make every effort to arrange 30-minute debates with time split equally between two major candidates. He said it had been his experience that "15 minutes, for most candidates is plenty in a debate."

Mr. Nixon also pointed out that stations themselves could achieve the matter of "proper balance" among parties in free time granted in non-election years. But he cautioned that "there is no such thing as a non-political speech by a politician."

The television technique of many candidates is most effective when it is done simply, he indicated. Generally speaking, a speech which is read directly on television or with the use of a TelePrompTer is not effective, Mr. Nixon said. He advised the following points for candidates in an informal studio chat:

1. Be sure the candidate is at his best, not worn out after a day of attending rallies, shaking hands and making speeches.
2. Don't tie him down by having him put out in advance a canned news release as to what he is going to say, for once the release is out he is restricted and bound by it.
3. Have him discuss a subject he knows; do not use television to bring up something new.
4. Remember that when he gets before the camera he will be worried enough, thus let him



Which watch is easier to read?

*See how hard* it is to read the minute hand on an old-style stop watch.

*See how easy* it is to read *both* hands on the modern Ufland Timer!

FULLY GUARANTEED!

No more squinting to see that minute hand! No more being over or under by a full minute! On the revolutionary new Ufland Timer the minute hand's as *easy* to read as the second hand! Created specially for radio and TV by Len Ufland, CBS-TV Network Operations. Fully guaranteed—and introduced at special professional price of $24.75. Send for yours today and end those timing troubles!

* Re-sets to zero and re-starts while running
* 7-jewel movement
* 17-hour wind
* lever escapement robust movement
* non-magnetic
* stop on balance system
* enamel dial
* nickel chrome case

SPECIAL INTRODUCTORY PROFESSIONAL PRICE ▶

UFLAND TIMER COMPANY
34-50 29th Street, Long Island City 6, N. Y.
Check is enclosed for.....Ufland Timers @ $24.75 each (NYC add 3% city sales tax).
☐ Bill my firm later. (No individuals)
NAME.................... FIRM............
ADDRESS ..............................
CITY.............. ZONE..... STATE.......

alone for a reasonable amount of time before he goes on the air.

Mr. Nixon illustrated his facts by recalling the television program on Sept. 23, 1952, in which he appeared to answer charges that he had received a fund from a private group in California to pay for his political expenditures. He said an offer of sponsored time for the previous Sunday, Sept. 21, had been rejected, because he needed more time to prepare his speech and because it was felt it would be unwise to use sponsored time. There was no advance release to build "the suspense." There was no rehearsal. He arrived at the studio twenty minutes before air time without a prompter but with five pages of notes. Mrs. Nixon, who was with him on the show, was asked to look at him throughout the program because the camera would move to her from time to time.

He said the producers were concerned about timing the show but he relied on his experience and managed to get everything in—except for one piece of information, i.e., when he asked listeners to send telegrams to the Republican National Committee, he forgot to tell them where it was located.

Also present at the speakers table were: Fred M. Thrower, vice president-general manager, WPIX (TV) New York; William S. Hedges, NBC, and president, Rotary Club of New York; Sol Taishoff, editor and publisher of B•T; Rep. Steven B. Derounian (R-N. Y.); FCC Comr. Richard A. Mack; Harold E. Fellows, president, NARTB; FCC Comr. John C. Doerfer; Dr. Allen B. DuMont, president, Allen B. DuMont Labs; FCC Comr. Rosel H. Hyde; Brig. Gen. David Sarnoff, chairman of the board, RCA-NBC; Robert J. Burton, vice president, BMI, president, RTES; George C. McConnaughey, chairman, FCC; Dr. Frank Stanton, president, CBS; FCC Comr. Robert T. Bartley; Robert Kintner, president, ABC; FCC Comr. Robert E. Lee; John B. Poor, executive vice president, MBS; Rep. Isidore Dollinger (D-N. Y.); Paul W. Williams, U. S. attorney, Southern District of New York; Sydney M. Kaye, BMI board chairman; Michael R. Hanna, president, N. Y. State Assn. of Broadcasters, general manager, WHCU Ithaca, N. Y.

## Sarnoff Receives Sales Execs. Award

BRIG. GEN. David Sarnoff, chairman of the board of RCA and NBC, last week was presented with the "Hands of Applause" award of the Sales Executive Club "for outstanding salesmanship and public service."

In accepting the award at the 23rd anniversary luncheon of the club at the Roosevelt Hotel in New York, Gen. Sarnoff predicted that in the next ten years, the country will experience growth and development far surpassing any observed in recent years.

As an example of the country's potential for growth, Gen. Sarnoff noted that radio-television has grown to a $10 billion industry, 13th in volume in the country.

Gen. Sarnoff said RCA expected its gross volume to reach the $1 billion mark this year. He noted that 81% of this total was in products and services that did not exist ten years ago.

Among the executives to pay tribute to Gen. Sarnoff was Harold E. Fellows, president of the NARTB. Mr. Fellows pointed out that the General in the past has been honored as a soldier, inventor, manufacturer, broadcaster, and civil servant, and added:

"I believe this is the first occasion upon which he has been singled out for his selling ability—and I say that it is high time."

## AGENCIES NOTE RADIO COMEBACK

### Michigan broadcasters hear ad executives comment on new life and new interest in the aural medium.

RADIO'S RESURGENCE is recognized by major advertising executives, judging by comments made by three representatives of that profession at Friday's opening session of the Michigan Assn. of Radio-Tv Broadcasters. MARTB met Thursday-Friday at Hidden Valley, with President Frederick A. Knorr, WKMH Detroit, presiding.

Joining Tom Adams, vice president and assistant to the president of Campbell-Ewald Co., in a radio-buying panel were W. Brod Doner, president of W. B. Doner & Co.; Peter Moore, advertising manager of Dodge Div., Chrysler Corp., and Charles Campbell, timebuyer of MacManus, John & Adam.

Mr. Adams, opening with the observation that "a radio resurgence is underway," said radio-tv salesmen are field men and are important in the broadcast fight to overcome "ingrained print methods."

Mr. Doner suggested broadcasters know the advertising problems of prospects "before pitching." He said he gives much credence to local success stories where applicable to his problems.

"The success of Speedway 79 gasoline is due to radio, the basic medium used in its promotion," Mr. Doner said.

Mr. Moore said local promotion is important in developing radio-tv ratings. Mr. Campbell, asked what type of presentation is most impressive, favored the kind that gets the story over fast without going into intimate details. He advised salesmen "to talk specifics" to him, but to talk in general terms to a group of account men. He said he uses ratings in a general way but considers station management, markets and promotion to be important.

In another panel Mr. Doner said radio is making strides against newspapers. He recommended radio use more research. National Bohemian beer shows up much better for radio and tv in recall tests than newspapers, he said.

Other Thursday program participants included Don DeGroot, WWJ-TV Detroit; Van Patrick, announcer for the Detroit Tigers and Lions teams; John Wismer, WHLS Port Huron; Hal Neal, WXYZ Detroit; John Carroll, WKMH; Mary Jane Morris, FCC secretary; Carl Lee, WKZO Kalamazoo; Oliver Gramling, national assistant general manager, Associated Press; Paul Svoboda, United Press midwest manager; Neil C. Youngs, assistant general sales manager, Michigan Bell Telephone Co.

Sen. Charles E. Potter (R-Mich.), member of the Senate Interstate Commerce Committee, voiced hope the broadcasting industry would solve its problems without government action.

## Women Broadcasters Meet

SECOND annual state convention of the American Women in Radio & Television will be held in Columbus, Ohio, Sept. 21-24, according to Jeanne Shea, WBNS Columbus, Ohio, who is handling the arrangements. Among the speakers who are scheduled to appear are: James W. Seiler, American Research Bureau director; Arthur Scofield, director of advertising and promotion, Storer Broadcasting Co., and Stuart Buchanan, McCann-Erickson, Cleveland.

### Radio Discovered

SALES EFFORTS of broadcast time salesmen are "directly responsible for a change in the media thinking at Chevrolet Motors," according to Tom Adams, vice president and assistant to the president of Campbell-Ewald Co., Detroit.

Addressing Michigan Assn. of Radio-Tv Broadcasters at Hidden Valley Thursday, Mr. Adams said that until recently the media questionnaires sent local dealers did not contain a radio question. "Dealers are all-important factors in automobile advertising," he said.

## INDUSTRY BACKS RADIO-TV WEEK

THE nation's broadcasters, radio and tv, are giving "overwhelming support" to the National Radio & Tv Week promotion that started yesterday (Sunday), according to Harold E. Fellows, NARTB president. NARTB is cooperating with Radio-Electronics-Tv Mfrs. Assn., National Appliance & Radio-Tv Dealers Assn., National Electrical Dealers Assn., Radio Advertising Bureau, Television Bureau of Advertising and American Women in Radio & Television.

Mr. Fellows said an outstanding lineup of fall programs has been prepared for radio-tv listeners and viewers and noted they would stress the week's theme, "Dedicated to Better Home Entertainment."

Spot announcement and film packets are being used by radio and tv stations and networks, he said, adding they have received wide circulation.

James D. Secrest, RETMA executive vice president, said the momentum of the week will carry on through the fall and early winter. A production schedule of display material prepared for dealers had to be doubled a few weeks ago.

Mr. Fellows reviewed participation of AWRT, citing reports from Jane Dalton, WSPA Spartanburg, S. C., president of the women's group, that members are "responding enthusiastically" to the program of participation recommended by the AWRT Industry Information Committee headed by Fran Riley, NARTB assistant publicity-information manager.

This committee supplied spots, with women's personalities telling the industry story before microphones and cameras across the nation as well as taking part in special community promotions.

National networks are lending liberal support, Mr. Fellows said, with many top radio-tv artists saluting the week on their programs. He praised manufacturers "who kept pace with the increasing quality of radio and tv programs by constant improvements in the design, style and reception quality of receivers."

Dealers and distributors have greatly enlarged their participation this year, paced by their trade associations, Mr. Fellows said. He voiced confidence the joint efforts of all segments of the industry would help the American people become better acquainted with the world of free information and entertainment available to them from radio and television.

Prospect of the "greatest fourth quarter selling season" in the history of electronics will mean "the greatest sales performance year in radio and television since its inception," some 500 radio-tv-appliance dealers were told in Dallas Thursday.

The occasion was a meeting to launch Radio-

Tv Week in the combined Dallas-Fort Worth market.

J. B. Anger, assistant sales manager of Motorola Inc., noted electronics has become the second largest durable goods industry in the world within eight years. He predicted that Dallas-Fort Worth would purchase 106,000 tv and 175,000 home and automobile radio sets in the next six months.

## Adv. Federation 7th District Elects Atkins as Governor

GEORGE W. P. ATKINS, Southern Adv. Service Inc., Birmingham, last week was elected governor of the Seventh (Deep South) District of the Advertising Federation of America at the district's annual convention. Mr. Atkins succeeds Arthur E. Burdge, Coca-Cola Co., Atlanta, as representative of the district on the AFA board of directors.

Other officers elected were: Lester Gingold, Sears, Roebuck Co., Memphis, first lieutenant governor; John L. Daniel, Kaiser Aluminum & Chemical Corp., Baton Rouge, second lieutenant governor; Martin Johnson, social security administrator, Mobile, third lieutenant governor; Hal Yockey, Pan American Southern Corp., New Orleans, treasurer, and Clarence Bishop, Protective Life Insurance Co., Birmingham, secretary.

## Georgia Broadcasters Name Institute Committee

W. C. WOODALL Jr., general manager, WDWD Dawson, Ga., has been named chairman of the 1956 Georgia Radio & Television Institute, to be held at the Henry W. Grady School of Journalism, Georgia U., next Jan. 25-27.

Other members of the committee, as named by Glenn Jackson, WAGA Atlanta, president of the Georgia Assn. of Broadcasters, are: Hugh K. Tollison, WGIG Brunswick; Archie Grinalds, WBIA Augusta; Dwight Bruce, WTOC Savannah; Charles Smithgall, WGGA Gainesville and WRGA Rome, and *ex-officio*, John E. Drewry, dean, Henry W. Grady School of Journalism.

## Hyde, Weber, Bailey to Address Transmission Group of IRE

SPEAKERS for the uhf-vhf panel discussion at the Sept. 23 banquet of the fifth annual fall symposium of the Institute of Radio Engineers' Professional Group on Broadcast Transmission Systems will be FCC Comr. Rosel H. Hyde; Fred Weber, WHTN-TV Huntington, W. Va., and Stuart L. Bailey, Jansky & Bailey Inc., it was announced last week.

They take the place of FCC Comr. Edward M. Webster and C. M. Jansky who have been called abroad for an international conference, it was explained. Dr. W. L. Everitt, engineering dean, U. of Illinois, will be banquet toastmaster.

The IRE meeting, whose theme is "New Perspectives in the Field of Broadcasting," will take place this Friday and Saturday in Washington's Hamilton Hotel. The meeting will hear papers by various broadcast industry engineers, ranging from color tv to fm multiplex arrangements [B•T, Aug. 29].

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# FCC WON'T HURRY TO TAKE UP TOLL TV

### Chairman McConnaughey says other problems—like uhf-vhf and de-intermixture come first. Meanwhile, staff studies subscription tv comments.

ANY hope that the future course of the FCC's study of subscription tv would become known soon was dashed last week when FCC Chairman George C. McConnaughey said that the problems of uhf and vhf television, including de-intermixture, came first.

Meanwhile, Mr. McConnaughey pointed out, the Broadcast Bureau's Rules & Standards Division was engaged in digesting the comments and countercomments which have been filed with the Commission.

These digests will be furnished to the commissioners, the FCC chairman said, so that they can study them before the subject formally comes up before the commissioners.

When that may be, Mr. McConnaughey said, was unknown.

He emphasized that the uhf-vhf problem was scheduled to be gone into early in October and that it was one of the most important subjects that the FCC has had before it.

Still unanswered is the question whether the FCC will require oral argument, a full-fledged hearing and demonstrations on the controversial pay tv proposals.

Mr. McConnaughey's remarks reveal that the answer to that question may be a long time coming.

On other toll tv fronts:

- A full-fledged forum—running for three days—began last Thursday night over WCPO-TV Cincinnati.

Panelists for the first show (7-7:30 p.m.) were Ted Leitzell, Zenith; Robert Hall, Skiatron; Paul McNamara, International Telemeter. The *Cincinnati Post's* editor, Dick Thornburg, was moderator.

### Code Security Challenged

The Friday night show (6:30-7:30 p.m.) was to comprise the above plus Milton Shapp, Jerrold; Greg Flettelan, Zenith, and Trueman Rembusch, Allied Theatres. Dr. John D. Millet, Miami U. president, was to be moderator. Mr. Shapp was expected to issue directly to the pay tv proponents his challenge to run a test on the security of their code formulas. He has declared on several occasions that the security element of the scrambled signals proposed by the three adherents of pay tv could be broken easily and that over-the-air pay tv would institute an era of bootlegging.

On Saturday, a demonstration of the three subscription tv systems was scheduled (3:30-4:30 p.m.), following which an on-the-air news conference was to be broadcast (5:30-6:30 p.m.). Cincinnati Mayor Carl Rich was scheduled to moderate the news conference, with all members of the panel on hand to answer questions.

- Call for Theatre Network Tv to furnish its pickup of tomorrow's Marciano-Moore fight free to veteran's hospitals was made last week by Ted Leitzell, Zenith public relations director. In a letter to Nathan L. Halpern, Mr. Leitzell said that it was Zenith's intention, if Phonevision were authorized, to make all pay tv programs available free of charge to VA hospitals.

"There can be no legitimate criticism of your purchasing tv rights to this fight, or to any other event, for exclusive showing in theatres," Mr. Leitzell wrote. "It is your inherent competitive right to bid against everybody for any event, and it is obvious that tv advertising sponsors cannot bid successfully against the theatre for good box office events. While it is unfortunate that this fight should be blacked out for everybody except the small minority that can pay $3 to $5 admission at the theatre, it is equally obvious that televising the fight into the home would wreck your theatre box office."

- In addition to KGUL-TV Galveston, the *Washington* (D. C.) *Star's* WMAL-TV was the only other station which filed reply comments on the subject of scrambled toll tv [B•T, Sept. 12]. WMAL-TV, which furnished scrambled signals for the Zenith pay tv demonstration during the NARTB convention in Washington last May, said that it had concluded that fee tv "is completely incompatible with the operation of a regular broadcasting station."

Declaring that its decision was based upon philosophical and ethical grounds, WMAL-TV said: "Regular television broadcasting stations cannot intermingle fee-tv in their present programming because this would create a conflict of purpose that would make it impossible to operate equitably in the public interest, convenience and necessity."

The Washington station's opposition was based on the fact that fee tv income would be so tremendous it could outbid all others for programs and for station time.

This would not occur, WMAL-TV said, if

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*channel 7 in Washington, D. C., is*

**now**

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*Greater Coverage of the multi-billion dollar Washington market*

*Greater ABC-TV Programs backed by unparalleled audience promotion*

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the FCC were to assign an additional channel to stations for fee tv transmissions.

- Penn-Allen Broadcasting Co., holder of a grant for inoperative ch. 67 WFMZ-TV Allentown, Pa., expressed surprise at the objections filed with the FCC to its proposed plan to use its facilities to test out subscription tv.

WFMZ-TV had offered to resume telecasting, using 56% of its broadcast time for pay tv, and the remaining 44% for regular programming [B•T, Aug. 1].

Objections to this proposal came from the Joint Committee on Toll Tv, CBS, WLEV-TV Bethlehem, and NARTB. All claimed generally that this would be prejudging the FCC rulemaking proceeding on this subject.

WFMZ-TV emphasized that the only interest it had in pay tv was to offer itself as a proving ground. It indicated that it only wanted to be able to furnish its facilities to pay tv adherents so that information on public response would be accumulated for FCC's benefit.

"Surely the Commission's discretionary powers are not so utterly circumscribed that its hands can be completely tied by such legal minutiae as has been put forth by the opposition to Penn-Allen's simple request," Raymond F. Kohn, Penn-Allen president, wrote to the FCC.

In conclusion, Mr. Kohn wrote: "Penn-Allen concludes that the oppositions filed against its fact finding proposal were submitted only because these parties found the proposal to be against their self-interests—not the public interests—and therefore their arguments have no validity in determining the merit of the Pen-Allen request."

## St. Louis Contestants Ask Additional Time

A JOINT REQUEST for extension of time to reply to an FCC examiner's recommendation that CBS be favored for ch. 11 at St. Louis was made last week by four of the five applicants seeking the channel: CBS, 220 Television Inc., St. Louis Telecast (WEW) and Broadcast House [B•T, Sept. 12].

The request, stressing that there are several issues in the proceeding which have not been determined before by the Commission, asked that the time to file exceptions to the initial decision be extended 28 days to Oct. 24 and the limit on the size of the briefs be enlarged from 50 to 80 pages.

Chief among the issues cited are: multiple ownership rules and policies relating to diversification of communications media as they affect CBS; the legal status in the proceeding of Broadcast House, and the impact upon a comparative tv case of Sec. 307 (b) of the Communications Act (fair and equitable distribution of tv service to the communities involved).

This is the first instance in which a national network is being evaluated in a post-free comparative tv hearing, the request noted. It also was pointed out that the proceeding is to determine the status of Broadcast House which was admitted to the hearing while it was a permittee of ch. 36 in St. Louis.

Another issue involving Broadcast House is its assertion that it should be favored for the channel, under Sec. 307 (b), because it plans to locate its main studio in East St. Louis, Ill., and still serve St. Louis, Mo., while the other applicants propose to serve only the St. Louis area. To be determined is whether a grant on the basis of this provides a more fair, efficient and equitable distribution of tv service to the communities involved.

A fifth applicant, St. Louis Amusement Co., was held in default because it did not participate in the comparative hearing.

# ACCORD NEAR ON TALL-TOWER PROBLEM

### Broadcast-aviation impasse on height and location of towers closer to settlement as representatives of two groups agree to a compromise. WHAS-TV tower light tests successful.

BREAKTHROUGH in the aviation-broadcast tall tower impasse was reported on the horizon last week when the working group of broadcast and air representatives were understood to have agreed on a compromise which would:

- Establish more stringent rules for approving tall towers in areas where air traffic was heavy, or in the vicinity of airports which handle speed-of-sound jet airplanes.
- Call on broadcasters to site transmitters and antennas in one area (antenna farm concept), although there can be no requirement for that.
- Have a member of the Broadcast Bureau present at Washington airspace panel meetings to advise on claims and counter-claims regarding FCC regulations and requirements.

In return for this formula, aviation interests have agreed to drop their demand that no tv tower higher than 1,000 ft. above ground be permitted.

It was this formal proposal late in 1954 by military members of the Washington airspace panel which initiated the formation of the joint air-broadcast committee to evolve a solution to the divergent views on tall towers. The special joint committee is under the co-chairmanship of the FCC's Robert E. Lee and the CAA's Fred B. Lee. It was established by the top-drawer Air Coordinating Committee which is the official advisor to the President on air matters.

Solution of this problem will have an easing effect on the Commission's temporary stay of its Zone I tower height rule revision, it was believed. The FCC agreed to permit Zone I vhf tv stations to build towers up to 1,250 ft. above average terrain with full power permitted, but the Oct. 1 effective date was stayed when military and northeast area stations protested.

Zone I includes the northeastern, middle Atlantic and north central states. Originally, the FCC limited Zone I vhf antennas to 1,000 ft. in order to equalize coverage with uhf stations. In other sections of the country, the maximum antenna height is 2,000 ft. for both vhf and uhf stations. These maximums mean only that if a station has an antenna higher than this, radiated power must be reduced to maintain the antenna height-power ratio of the maximums.

Meanwhile, the joint broadcast-aviation group working to bring up to date methods of marking and lighting tall structures were digesting the result of an inspection of the WHAS-TV Louisville "area" marking tests [B•T, Aug. 8]. The group was said to have been impressed with the results—one means of outlining guy wires for pilot's recognition—and has accepted the offer by broadcast representatives to furnish other stations for experiments. It was learned that WGN-TV Chicago, atop that city's Prudential Bldg., has been chosen for one of the tests.

The special subcommittee which is handling the antenna height and site study is under the chairmanship of J. A. McCrary, secretary of the ACC's Technical Division. It comprises broadcast representatives John R. Evans, FCC; R. E. L. Kennedy, Assn. of Federal Communications Consulting Engineers; A. Prose Walker, engineering dept. manager, NARTB, and aviation delegates Lt. Col. J. D. Harris, Air Force; Jean Dubuque, National Business Aircraft Assn., and Robert J. Froman, Civil Aeronautics Board.

## Okla. Move Opposed

OBJECTIONS to ch. 5 KGEO-TV Enid, Okla., moving its transmitter site 31 miles south southeast of Enid in the direction of Oklahoma City and the erection of a 1,356-foot antenna tower above ground were filed with the FCC last week by the Defense Dept., Air Transport Assn., and ch. 25 KTVQ (TV) Oklahoma City. The protests were filed as exceptions to a favorable initial decision issued by FCC Hearing Examiner Hugh B. Hutchison last month [B•T, Aug. 8].

The Defense Dept. and ATA repeated objections to the above-1,000-foot antenna tower, claiming it would be a hazard to air navigation. KTVQ claimed that the vhf station would cover both Enid and Oklahoma City and thus sound the death knell of its own uhf operation in the latter city. The Broadcast Bureau filed exceptions to certain technical findings, but did not object to the examiner's conclusions.

## WJET Gets 1400 Kc Over WBNY Objection

FINDING the need for its new service will outweigh any interference caused to other stations, the FCC last week granted WJET Erie, Pa., a change from 1570 kc daytime to 1400 kc unlimited (250 w).

The Commission held that interference to WBNY Buffalo, N. Y., which objected to the change, would amount to only 1.09% of the population served by the latter station, affecting about 9,500 out of 866,000 people. On the other hand, the proposed nighttime operation of WJET would bring a new primary service to 135,927 people, the FCC said. The Commission further noted that since WJET is an independent it will make available prime evening listening hours that are "unhampered" by network commitments of other stations in the area.

WJET's request for the change in facilities was set for hearing in October 1953 following the protest of WBNY, which is licensed on 1400 kc, 250 w unlimited.

## Michigan Legislator Urges Study of Beer, Liquor Ads

MONITORING of radio and tv advertising of beer and liquor by a state committee was urged last week in Michigan by a member of the state legislature, Rep. John J. McCune, Lansing Republican. He asked that a special session to be called by Gov. Mennen Williams be expanded to consider the question.

Rep. McCune led a successful drive last year against tv ads that show actors drinking and contended radio advertising of alcoholic beverages should be investigated from the highway safety angle. His proposed resolution would set up a five-member commission to study beer-liquor advertising and report next year to the Legislature.

## Just Another Viewer

WHEN Vice President Richard Nixon was interviewed by Bob Considine, in New York, last Tuesday night at Luchow's Restaurant, Mr. Considine arranged for a television set to be brought to the table so the Vice President and the reporter could view the *$64,000 Question*. In a matter of minutes the entire restaurant was cluttered about the table—not to view at first hand the Vice President of the United States—but to see the outcome of Capt. Richard McCutcheon's battle for the $64,000 (also see story, page 46).

# DAKOTA SATELLITE REQUEST PROTESTED

### Western Television files exception with FCC on KOTA-TV application for satellite in Lead, S. D. It's second such protest by a community tv system.

COMMUNITY tv operators are getting their backs up.

For the second time, an antenna system operator has protested to the FCC against a broadcaster's application for a satellite.

The antenna system operator is Harlan L. Jacobsen, president of Western Television System Inc., Deadwood, S. D. He is objecting to the application of KOTA-TV Rapid City, S. D., for a ch. 5 satellite in Lead, S. D. Lead is about five miles southwest of Deadwood. Deadwood is less than 30 miles from Rapid City. All are in the western part of South Dakota.

Some months ago, Pacific Northwest Tv Inc., Lewiston, Idaho, filed a formal objection with the FCC against the application of Orchards Community Tv Assn. for three translator-boosters for Clarkston, Wash., and Lewiston, Idaho [B•T, Aug. 1].

In the Deadwood, S. D., complaint, which was filed with the FCC even before KOTA-TV's application for Lead was filed, it was reported that the community tv system has been operating since last February with a three-channel system. The company has been relaying ch. 3 KOTA-TV Rapid City and ch. 5 KFYR-TV Bismarck, N. D., and utilizing the third channel for a closed circuit operation "running practically all live sports events as well as city council meetings from both cities (Deadwood and Lead), and county commissioner meetings. ... We also run at least one regular live show daily plus local news, as well as national filmed programs," Mr. Jacobsen said.

Plan for the fall season, Mr. Jacobsen wrote, contemplated beginning the closed circuit operation at 2:30 p.m. and concluding with running "the late show" at 11:30 p.m.

Mr. Jacobsen reported that KOTA-TV asked him to cease relaying its signals, "more or less hinting at legal trouble," but "we are still operating," he said.

Mr. Jacobsen objected to the KOTA-TV application for a Lead satellite on economic grounds. He also implied that he had planned to secure sponsors for the local originations, but this would be impossible with a local outlet on the air. He also indicated that he had hoped, if his closed circuit operation was successful to apply eventually for a broadcast license. At the same time he said, if the community tv system was successful, he had planned to extend it to Spearfish and Belle Fourche, both area communities, as well as bring in Denver tv signals if a pending common carrier application by Bartlett & Reed was approved.

"We refuse to believe that FCC is going to reward us with a kick in the pants for bringing tv to these people before the big stations all over tried gobbling up the best channels with satellites and extending their coverage into other areas making it impossible for that area to ever have their own station," Mr. Jacobsen pleaded.

Even the news of KOTA-TV's move has resulted in a cessation of subscriber-hookups, Mr. Jacobsen told the FCC. He asked the Commission to make an immediate decision on the KOTA-TV application so people would know as soon as possible whether there was to be a satellite operation in Lead-Deadwood area or not.

Mr. Jacobsen's closed circuit operation brings to seven the number of community tv systems originating or with plans to originate their own programs, as far as can be learned [B•T, Aug. 22].

The first was Tv Cable Co., Oil City, Pa., which was closed down after a year of operation. Others are Potomac Valley Television Co., Cumberland, Md.; Trans-Community Tv Network Inc., Beverly Hills, Calif. (which plans establishment of "some 15 stations in western states"); Livingston Community Antenna Assn., Livingston, Mont. (with plans to extend this to Big Timber, Mont.); Richland Tv Cable Corp., Richland, Wash. (with plans to include Wenatchee, Wash.), and Cable Vision Inc., Key West, Fla. Solely a closed circuit originating organization is Ketchikan Alaska Tv Inc., Ketchikan, Alaska.

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## Wayne Co., WANE File Papers on McNutt Death

COMMENTS on the effect the death of Paul V. McNutt has on the grant of ch. 69 at Fort Wayne to WANE there was submitted to the Commission last week by WANE and losing applicant Anthony Wayne Broadcasting Co. (composed originally of James R. Fleming and Mr. McNutt).

Anthony Wayne, asserting the FCC denied its application solely because of questionable joint advertising practices in connection with Fort Wayne Newspapers Inc., said it has no control over the activities of the latter firm. The Commission supported this denial by finding that Messrs. Fleming and McNutt did not attempt to seek abandonment of the questioned ad practices, Anthony Wayne said, and called this "the flimsiest sort of pretext for making an adverse finding."

Anthony Wayne stated that it was found superior in programming proposals and that "in no single respect was Radio Fort Wayne's (WANE) proposal found superior to that of Anthony Wayne."

The final decision favoring WANE was awarded in October 1954, after the FCC reversed an examiner's initial decision favoring Anthony Wayne. The latter applicant appealed the decision to the U. S. Court of Appeals for Washington. The appeal was pending when Mr. McNutt died. The court then remanded the case to the FCC to determine the effect Mr. McNutt's death had on the proceeding. The Commission then called for comments.

A fortnight ago, FCC's Broadcast Bureau held that the death of Mr. McNutt did not alter the final grant [B•T, Sept. 12].

Anthony Wayne stated that the court has implied that the death of Mr. McNutt has removed the only possible basis for denying Anthony Wayne because of the questioned ad practices, attributable to a partnership.

WANE last week commented that the "most important effect of Mr. McNutt's death is that Mr. Fleming as the survivor of the partnership is not financially qualified to construct and operate the station for which application was made."

WANE further stated that "the death of Mr. McNutt cannot improve the comparative position of Mr. Fleming alone over that of himself and Mr. McNutt together" and that Mr. Fleming was equally responsible for the disapproved ad practices.

## Two Changes Authorized

TWO tv stations were granted changes in facilities by the FCC last week—one an increase in power and the other a change in studio location .

KFDX-TV Wichita Falls, Tex. (ch. 3), was authorized to increase power approximately twofold, from 55 kw visual, 33.1 kw aural to 100 kw visual, 70 kw aural.

KTEN (TV) Ada, Okla. (ch. 10), was granted a change in studio location to the site of its transmitter location at State Highway 99, 8½ miles north of Ada. This involved a waiver of Sec. 3.613 of FCC Rules.

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General Manager

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LENOIR CITY, TENNESSEE

## Mayer Files Second Tv Bid; Clovis Reinstatement Asked

A RENEWED interest in television has been evidenced by Herbert Mayer, who last week applied for his second uhf station in a month. Mr. Mayer, who has been out of tv since 1954 when he sold two tv stations and an electronics firm to Storer Broadcasting Co., last week applied for ch. 38 at Boston. Earlier, he filed for ch. 23 at Philadelphia [B•T, Aug. 22].

The proposed Boston station would operate at 263 kw visual and 140 kw aural. The application, filed under the name Ajax Enterprises, Greenwich, Conn., reported estimated construction cost at $404,100, first year operating cost at $500,000 and first year revenue at $200,000.

Transmitter and antenna will be RCA and will be located at Dexter Rd., Melrose, Mass.

In November 1954, Mr. Mayer sold ch. 27 KPTV (TV) Portland, Ore., and ch. 8 WXEL (TV) Cleveland plus Empire Coil Co. (electronic parts) New Rochelle, N. Y., to Storer for $8.5 million. He also sold a permit for ch. 25 KCTY (TV) Kansas City to DuMont for $1, which was later surrendered. At one time Mr. Mayer sought a vhf outlet in Boston.

A bid for another tv station was made last week by Telepolitan Broadcasting Co., Clovis, N. M., which asked the FCC to reinstate the ch. 12 permit the firm previously held. The firm, owned by Sid and Sam Pipkin, who hold farm interests, reported to the FCC in October 1953 that it could not at that time consider an "investment of a sizeable amount of capital in television" in Clovis because of the drought that adversely affected the economics of the trading area. The permit was originally granted in March 1953 and was deleted a year later.

The combined net worth of the Pipkins was reported at over $550,000.

## Court Says Commission Erred In Denying Port Arthur Bid

THE FCC has been told that it erred in refusing to permit Jefferson Amusement Co. to participate in the comparative hearing for ch. 4 in Port Arthur, Tex.

The U. S. Court of Appeals in Washington told the FCC that the theatre company's application was valid and that it should be a party in the ch. 4 hearing.

Last year the Commission dismissed the Jefferson application following protests by competing applicants Port Arthur College and Smith Radio Co. They held that the Jefferson application violated Sec. 1.363(a) of the FCC's rules. This prohibits the filing of a second application before 12 months have elapsed, if the application by the same principals or company has been defaulted, heard and denied, or dismissed with prejudice.

In the Port Arthur case, substantially the same principals were connected with an application in the name of Lufkin Amusement Co., filed in 1948, and in the Jefferson application filed in November 1952. In December, the Lufkin application was dismissed with prejudice. The hearing has been in suspended state since then.

The court's opinion, which concerned itself mainly with the technical legal interpretation of "default," was written by Circuit Judge Charley Fahy. It was concurred in by Circuit Judges Henry W. Edgerton and Walter M. Bastian.

# WSYR-AM-TV TAKE EDITORIAL STAND IN CITY ELECTION; CANDIDATE WINS

**On-the-air editorials by stations' president urge citizens to vote for stations' choice in judgeship race in Democratic primary. Opposing candidate is given time to reply.**

WSYR-AM-TV Syracuse shattered local broadcasting precedent last week by taking an editorial position in a Democratic primary election campaign. The result, according to E. R. Vadeboncoeur, president-general manager, was that the station's position was vindicated when its choice of a candidate won in the primary last Tuesday.

*(For results of another station's editorializing in mayoralty election see exclusive B•T interview with Daniel Kops, WAVZ New Haven, page 140.)*

The Syracuse outlets aired an editorial, voiced by Mr. Vadeboncoeur, in person, twice on radio and tv the night before the election and after these developments:

Local Democrats had endorsed incumbent Traffic Court Judge Truman H. Preston, Republican, in exchange for Republican endorsement of incumbent Municipal Court Judge James A. Farrell, Democrat.

After this "cross endorsement," a Syracuse attorney, Paul C. DeBernardis, decided to run for the Democratic nomination against Judge Farrell.

WSYR-AM-TV decided to come out actively in opposition to Mr. De Bernardis and in support of incumbent Democratic Judge Farrell, Mr. Vadeboncoeur said, for these reasons, which the stations listed in the editorial:

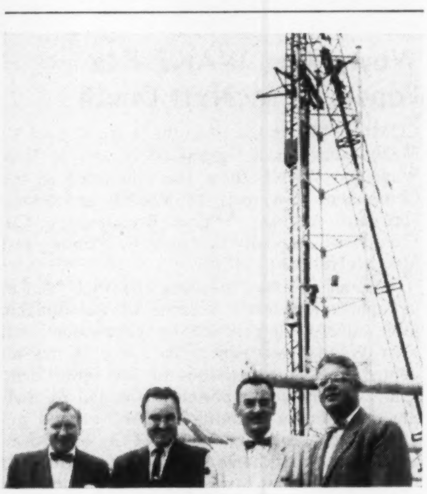
(1) Mr. De Bernardis (the stations said) was a persistent traffic violator himself (WSYR-AM-TV listed 21 traffic charges against the candidate); (2) he was temperamentally unfitted for such a judicial position (here listing a statement by the candidate admitting "scurrilous and unfounded charges" against the incumbent candidate and apologizing; (3) there is nothing "nefarious" in cross endorsement of candidates by parties (here the stations cited precedents); (4) Mr. De Bernardis could not be elected, anyway, in Syracuse, where Republican registration is "normally 3 to 1 over Democrats."

WSYR-TV telecast the 10-minute editorial at 6:45 p.m. Monday, filmed it and repeated it at 11 p.m. It was taped and aired on WSYR at 8:15 p.m. and 10:20 p.m.

The editorial, Mr. Vadeboncoeur said, was prefaced with this opening statement:

"Ladies and gentlemen, this is a broadcast editorial. It is an impersonal editorial because, as president of these stations, I am expressing the editorial opinion of our stations. We make this statement on a subject of public interest and public importance, in the same manner in which a newspaper might express its editorial policy on its editorial pages. We have no exact parallel to the physical characteristics of a newspaper editorial page, so this is our equivalent: a broadcast editorial."

When Mr. De Bernardis telephoned to ask for free time to reply, the station accepted and the candidate was given 10 minutes on WSYR-TV, which was taped and put on WSYR, also on Monday night.



GOING up in an Iowa corn field is the new 1,125 ft. (above average terrain) antenna of KWWL-TV Waterloo. The station is also building a new transmitter building and boosting its power to 316 kw. Standing in front of the partially-completed tower are KWWL-TV executives (l to r): Ted Hansen, tv production supervisor; Lyle Harvey, public relations; Don E. Inman, sales director, and R. J. McElroy, general manager.

## Good Music Broadcasters Names Holmes to Sales Post

ROY H. HOLMES has been appointed national sales manager of Good Music Broadcasters Inc., station representatives, according to Raymond S. Green, president. At the same time, Mr. Green announced that GMB was opening offices in Chicago and Detroit. The firm now has offices in New York and Philadelphia.

Mr. Holmes has served as program department supervisor and stations relations department representative for NBC, manager of station relations for World Broadcasting System and sales manager of WINS New York during his broadcasting career.

## WCUE Plans News Expansion

PLANS for expanding and improving the news and special events coverage of WCUE Akron were announced last week by Tim Elliot, president and general manager, who reported the purchase of $5,000 worth of equipment to be used by the news staff.

Mr. Elliot said a Volkswagon will be bought for conversion into a mobile studio, which will be used to increase the range of mobile broadcasts, and provide better facilities for remotes. The station, he said, also will acquire weather recording instruments to be installed at the transmitter; a five-way monitor of all local, police, sheriff and fire department calls, and a battery of tape recorders.

## KTTV (TV) Realigns

PRESENTED as the "New Monday," KTTV (TV) Los Angeles will offer an entire new night of programming, beginning Oct. 3. New format includes world premieres of *Jungle Jim, Count of Monte Cristo, Highway Patrol* and *Adventures of the Scarlet Pimpernel,* according to Richard A. Moore, KTTV president.

## WHTN-TV Plans Oct. Start; KTBS-TV Debut Celebrated

PLANS to go on the air Oct. 2 have been announced by WHTN-TV Huntington, W. Va. According to Fred Weber, president of the Greater Huntington Radio Corp., the ch. 13 station will begin commercial programming with maximum power of 316 kw, serving an estimated 1.3 million people in a three-state area—West Virginia, Ohio and Kentucky.

The station will be affiliated with ABC and DuMont tv networks and will broadcast from a new 240-ft. RCA antenna. Edward Petry & Co. is WHTN-TV sales representative.

Mr. Weber also announced five appointments with all principal positions to be filled before the station begins operation. George R. Snell, formerly with WLEX-TV Lexington, Ky., has been named program-operations manager; Chester A. Siegrist, studio and transmitting engineer, WCNY-TV Carthage, N. Y., moves to WHTN-TV in the same capacity; George A. Miller, formerly with WSAZ-TV Huntington sales, takes over as local and regional sales manager for WHTN-TV; William Bernsau, with WEEU-TV Reading, Pa., joins WHTN-TV as art director, and Henry E. Richie, a Philadelphia musician-ventriloquist, joins WHTN-TV as an entertainer.

**TEXAS oilman Sid Richardson, KFJZ-TV Fort Worth majority stockholder, pushes the button to put the ch. 11 outlet on the air Sept. 11 [B•T, Sept. 12]. Still under construction is a new $1.5 million home plant for KFJZ-AM-TV which is expected to be completed in November.**

A special section of the Sept. 3 *Shreveport* (La.) *Times* was dedicated to the grand opening of KTBS-TV there, which on that date began commercial broadcasting.

Ch. 3 KTBS-TV is affiliated with NBC, has an operating power of 100 kw and broadcasts from a 1,151-ft. tower. The station is represented by Edward Petry & Co. E. Newton Wray is president-general manager.

A dedicatory program, officially inaugurating the new ch. 3 station, was held from 5-6 p.m. with religious, station, civic and state representatives taking part in the ceremonies.

Following the formal dedication, the station took viewers on a televised tour of its Radio Center Bldg., home of both KTBS and KTBS-TV.

### Good Sales Mixture

RYE and television mixed makes a delightful sales pickup, at least in New York. WCBS-TV reports that General Baking Co. (Grossinger's rye bread) set up sales quotas for 13 and 26 weeks when it started to advertise the bread on the station. The 13-week quota, according to WCBS-TV, was reached after three weeks, the 26-week by the 11th week on the station. Total 26 weeks found Grossinger's rye bread sales two and a half times what they had been before the campaign, according to WCBS-TV.

## KEAR Cuts Broadcast Time; Blames Union Troubles

KEAR San Francisco has shortened its broadcast hours in an effort to cut costs and save the station for lovers of "good music," according to S. A. Cisler, president. The station moved its sign-on time from 6 to 11 a.m. "I regret that this cut in broadcast hours was necessary, but I have been unable to get the cooperation of NABET and AFTRA to help us cut our costs," stated Mr. Cisler.

At the same time Mr. Cisler said that KEAR had closed its studios in the Mark Hopkins Hotel, San Francisco and has moved all broadcasting operations to the station's affiliated fm transmitter, KXKX (FM).

## WBNS-TV Crew Goes to Italy To Cover Hometown Story

THE first phase of a hands-across-the-seas project was completed last Thursday when a trio of WBNS-TV Columbus, Ohio, newsmen arrived in New York from Italy with film footage of the story behind a gift of a 20-foot statue of Christopher Columbus by the people of Genoa, Italy, to the city of Columbus.

The statue is expected to arrive in the U. S. Oct. 8 and be ready for unveiling in Columbus Oct. 12, Columbus Day, by Vice President Richard M. Nixon. The statue is being presented by the people of Genoa, the home of Columbus, to the people of Columbus, the largest city in America perpetuating the discoverer's name.

WBNS-TV news staff, which visited Europe to obtain the story behind the gift, included Chet Long, newscaster, and John Haldi and Darrel MacDougle, photographers.

## Bartell Buys KCBQ, WBGE in Two Sales

SALE of KCBQ San Diego by Stanley N. Schultz and Timothy O. Parkman to Gerald A. Bartell and associates for a total consideration of $250,000 was announced last week.

At the same time, an application for FCC approval was filed for the transfer of WBGE Atlanta from Robert N. Pinkerton and Edgar B. Pool to the Bartell interests for $100,000 [B•T, Aug. 22].

The agreement to purchase KCBQ (5 kw day, 1 kw night on 1170 kc) provides for payment of $160,000 for 100% of the stock, plus a 5-year consulting agreement with Mr. Schultz for $45,000 and a covenant with both Mr. Schultz and Mr. Parkman not to engage in radio in the area for another $45,000.

The agreement also includes an option to purchase the Schultz-Parkman owned KRUZ Glendale, Ariz. (Phoenix) for $100,000. KRUX operates with 250 w on 1340 kc.

KCBQ was sold by Charles Salik to its present owners for $250,000 in 1954.

The San Diego transaction was handled by Jack N. Stoll, station broker.

In the WBGE sale application, the station showed total assets as of July 31 of $44,828, of which $16,404 was current assets. Current liabilities were set at $25,411 and deficit at $85,275.

Bartell Broadcasters (the Bartells own WOKY Milwaukee, WAPL Appleton and WMTV [TV] Madison, all Wisconsin) showed total assets as of May 31 of $448,747, of which $322,421 was current assets. Total liabilities were listed as $91,166 and surplus at $250,771.

## WEEI Appoints Gorman

THOMAS Y. GORMAN has been appointed general sales manager of WEEI Boston, replacing Emmett J. Heerdt, who returned to CBS Radio Spot Sales in New York [B•T, Sept. 12].

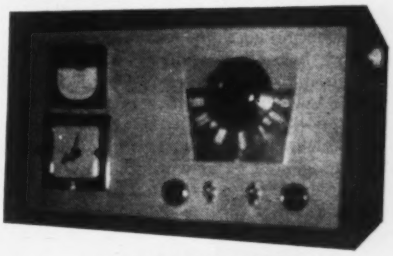
**MR. GORMAN**

Mr. Gorman entered radio in 1950 with WOR New York, staying there two years before becoming account executive at WCBS New York. He moved to CBS Radio Spot Sales in 1953, where he remained until his recent appointment.

**The Most Popular CONELRAD System Today**

*Built by Yankee Ingenuity*

"Does away" with haywire troublesome home made erratic units.



**CONELRED**

Have you been missing alerts——

Here is the Conelred unit that will operate every time.

It Flashes a RED light upon receipt of an alert.

A clock indicates the time of the alert.

A bell will ring. It may be switched off if desired.

The loudspeaker of the receiver will come on if desired.

The unit is complete. Nothing else to buy.

Just plug it into 115v ac. It takes only 55 watts.

The receiver is a 6 tube unit with height gain RF.

It tunes 540 Kcs to 1650 Kcs plus CD frequencies.

It is designed to operate continuously.

A meter indicates correct tuning.

*Price is $105 plus freight.*

**Conelrad Products**

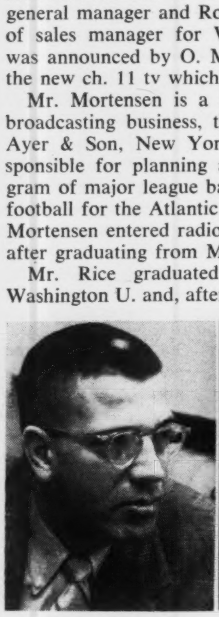
Penacook, New Hampshire

## WIIC (TV) Names Mortensen, Rice

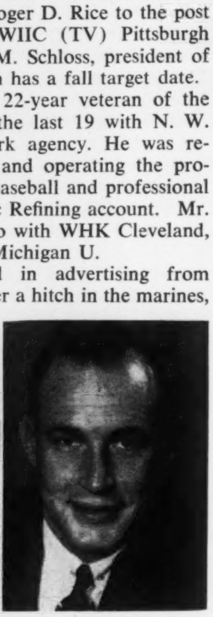
APPOINTMENT of Robert A. Mortensen as general manager and Roger D. Rice to the post of sales manager for WIIC (TV) Pittsburgh was announced by O. M. Schloss, president of the new ch. 11 tv which has a fall target date.

Mr. Mortensen is a 22-year veteran of the broadcasting business, the last 19 with N. W. Ayer & Son, New York agency. He was responsible for planning and operating the program of major league baseball and professional football for the Atlantic Refining account. Mr. Mortensen entered radio with WHK Cleveland, after graduating from Michigan U.

Mr. Rice graduated in advertising from Washington U. and, after a hitch in the marines, joined the Beatty Stevens agency in Seattle. After one year, he moved to KING Seattle and in 1954 was named manager of KTVW (TV) Seattle. He produced *Marines In Review* on ABC for two years and originated and produced *Marines At Ease,* first on NBC-TV and later for KTLA (TV) Los Angeles.



MR. MORTENSEN



MR. RICE

## WAOV Denied Sports

WAOV Vincennes, Ind., has appealed and lost a decision of school and athletic boards to prohibit further broadcast of local high school football and basketball contests—reportedly because of attendance factors. The decision reversed a long-standing policy of the Vincennes High School to permit air coverage of all games. In announcing the broadcast ban, board officials noted the school's athletic program must depend for its existence on maintenance of gate receipts. WAOV is owned by the *Vincennes Sun-Commercial* and the Sun Co. is owned, in turn, by Central Newspapers Inc. (WIRE Indianapolis).

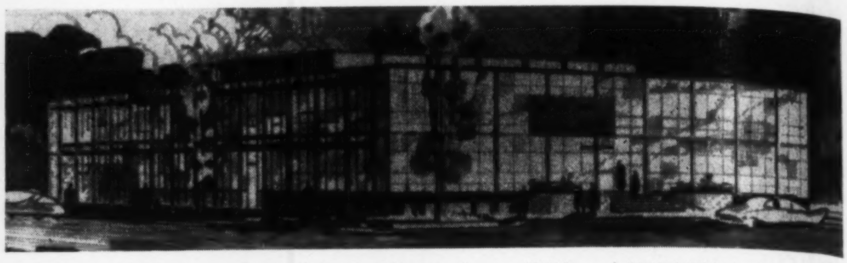
## WKTQ Plans October Start

PLANS to go on the air sometime between Oct. 1 and 15 have been announced by WKTQ South Paris, Me. The station, on 1450 kc, 200 w, is authorized to the Oxford Broadcasting Corp. and reportedly will serve about 20,000 people in the Norway-Paris, Me., area.

WKTQ is Gates-equipped and has a 180-ft. Tower Construction Co. antenna. Gerald T. Higgins and Elden (Denny) Shute, both formerly with WLAM Lewiston, Me., are president and vice president-treasurer, respectively, of Oxford Broadcasting Corp. The station has subscribed to RCA Thesaurus.

## WAPG Goes on Air

WAPG Arcadia, Fla., went on the air Sept. 15. The 1 kw independent will be a daytime station operating on 1480 kc, using United Press wire service.



THIS is architects concept of the building to house KTHS and KTHV (TV) Little Rock.

## KTHS-KTHV (TV) Starts New Building Construction

CONSTRUCTION is now underway on the new building which will house the studios of KTHS and KTHV (TV) Little Rock, with completion scheduled for February 1956. KTHV, on ch. 11, expects to begin commercial operation Nov. 15 with maximum power of 316 kw.

The new home of KTHS and KTHV will be at 8th and Izard Sts., and will comprise 27,000 sq. ft. including two tv studios (40 x 50 and 30 x 50 ft.). One tv studio features a 20-ft. revolving turntable at its center and the other will be equipped with built-in kitchen, news library, etc. Consulting engineer is A. Earl Cullum Jr., Dallas, and architects are Ginocchio, Cromwell & Assoc., Little Rock.

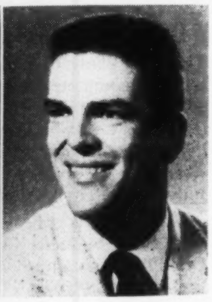
Until construction is complete, the radio and tv stations will operate from present headquarters in the KTHS Bldg., Little Rock.

## Simons, Cochran Become Blair Account Executives

ADDITION of James F. Simons and Stuart Cochran to the Chicago sales office of John Blair & Co., national radio representatives, was announced last week by John Blair, president.

Mr. Simons, formerly an account executive with Gardner Adv. Co., St. Louis, replaces Charles F. Dilcher, who recently moved from Chicago to open and manage Blair's new Atlanta office. Paul Ray, who assumed Mr. Dilcher's responsibilities as Chicago manager, continues in that position. Mr. Cochran previously was chief announcer and sales manager of WDWS Champaign, Ill.

MR. SIMONS



MR. COCHRAN

## Lincoln-Mercury Football

LINCOLN-MERCURY Dealers Assn. of Chicago has purchased a nine-game schedule of college football broadcasts on NBC o&o WMAQ Chicago starting Sept. 24. Arrow Petroleum Corp. has purchased the post-game *Scoreboard* program. In the Sept. 12 issue of B•T it was incorrectly reported that Arrow had purchased the gridcasts. Agency for Lincoln-Mercury Dealers Assn. is Kenyon & Eckhardt Inc.

## Forjoe Names Lowenstein

MORTON LOWENSTEIN has been named vice president of Forjoe & Co. with supervision over its sales office in Philadelphia, serving the Middle Atlantic States. Mr. Lowenstein previously was an account executive with WIBG Philadelphia, WTTM Trenton, N. J., and WCAM Camden, N. J.

## Knorr Rehires Fired Four, Settles Dispute With NABET

A SUCCESSFUL "consumer boycott," along with strong CIO and AFL support, are credited by the National Assn. of Broadcast Employes & Technicians with helping "forge" a settlement between the union and Knorr Broadcasting Co. of a protracted seven-month strike against WSAM Saginaw, Mich.

Settlement was reached a fortnight ago when the station agreed to take back four employes previously dismissed and after NABET had conducted what it frankly acknowledged to be a concerted campaign of "economic pressure" against WSAM as well as WKMH Detroit, WKMF Flint and WKHM Jackson, all Mich., stations owned by Fred A. Knorr.

Negotiations were handled for NABET by Louis Favara, its regional director in Detroit. He told B•T that "a consumer boycott" is perfectly legal and noted that the National Labor Relations Board had dismissed secondary boycott charges filed by Knorr Broadcasting Co.

The campaign of "economic pressure" and "consumer boycotts" was so effective that NABET claimed varying reductions of local advertising at Knorr stations.

NABET reported that the AFL and CIO joined statewide forces by providing pickets whose job was to disseminate information about the strike and undertake "an intensive educational campaign aimed at persuading national sponsors, for the most part national accounts, to withdraw their business at all four stations . . ." The CIO Brewery Workers urged locals and joint boards to concentrate on brewery and beer distributors using the Knorr stations.

CIO's Region VII openly threatened Knorr sponsors that if they *continued* advertising after Sept. 1, "it will be necessary to so inform CIO members in Michigan."

Knorr Broadcasting Co. purchased WSAM last January, the change in ownership thus abrogating a then-existing pact with NABET. The union charges Mr. Knorr dismissed certain members and rehired only non-union personnel.

## WEJL (FM) Has Record Billings

HIGHEST monthly billing for WEJL (FM) Scranton, Pa., in nearly six years of operation have been reported by Cecil Woodland, general manager. August billing was 18% ahead of the same month last year, Mr. Woodland said.

## Radio-Tv Flood Relief Praised by Red Cross

BROADCASTERS took a major part in the flood relief campaign that went over the $10 million goal, according to Ellsworth Bunker, president of the American National Red Cross. Mr. Bunker wired Harold E. Fellows, NARTB president, as follows:

"The generous response of the American people to the Red Cross Flood Fund Appeal has now pushed the fund over the $10,000,000 mark and I have advised our chapters no further contributions are necessary. This assures us that, with funds available, contributed and pledged, we can meet adequately the needs of individuals and families requiring Red Cross assistance. The full resources of the organization will be utilized in this effort. Those who need further help will be aided by the Red Cross in rebuilding, repairing and refurnishing their homes, in obtaining additional clothing and medical care, and in re-establishing their means of livelihood. The promptness with which the public answered our appeal is due in no small measure to the magnificent manner in which radio and television broadcasters brought the dramatic story of the disaster to the homes of America. We are deeply grateful to you and the members of your Association for the outstanding support given the Red Cross at this time."

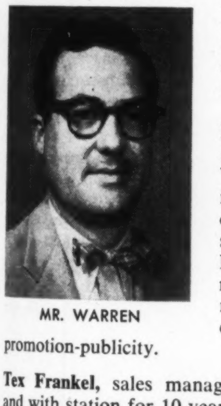
### REPRESENTATIVE APPOINTMENTS

**WTAO-TV** Cambridge-Boston has appointed Robert S. Keller Inc., N. Y., as representative in New York City.

### STATION PEOPLE

**John Hopkins,** formerly vice president and general manager, KTOK Oklahoma City, appointed commercial manager, KFJZ-TV Ft. Worth, Tex.; **Richard E. Holloway,** formerly with KRGV-TV Weslaco, Tex., and **Henry J. Davis,** formerly with KFDX-TV Wichita Falls, Tex., to KFJZ-TV as account executives.

**Frank Warren,** general sales manager, KULA-AM-TV Honolulu, elected vice president in charge of sales and to board of directors.


MR. WARREN

**Fred Drake,** personality, WDON-WASH-FM Washington, appointed operations manager, succeeding **Robert Best,** who has been named program director. Mr. Best will continue to handle promotion-publicity.

**Tex Frankel,** sales manager, WJJD Chicago, and with station for 10 years, retires end of this month.

**Janis Ison,** receptionist-music librarian, WKBV Richmond, Ind., promoted to continuity director, succeeding **Carolyn Corrington,** who was married to Paul Kessler Sept. 3 and who moves to continuity dept., WHIO-AM-FM-TV Dayton, Ohio; **Barbara Mae Gilmore** to WKBV as receptionist-librarian, effective Sept. 26.

**Edward J. Meagher Jr.,** former field representative, McCann-Erickson, N. Y., appointed account executive, WRC-AM-FM Washington.

**Bob Godeck,** formerly announcer, KTMS Santa Barbara, Calif., to KVEN Ventura, Calif., as Oxnard and Santa Paula districts sales manager.

**Russell George,** assistant manager and sales manager, WOIC Columbia, S. C., promoted to manager.

MR. GEORGE

**Don Loose,** newswriter, WTMJ-AM-TV Milwaukee, appointed WTMJ production manager; **Myron Walden,** formerly with WTAK Springfield, Ill., to WTMJ-AM-TV as newswriter and newscaster; **Raymond Szmanda,** formerly with WOSA Wausau, Wis., to WTMJ-AM-TV announcing staff.

**Jerry Sanders,** former general manager, KLVT Levelland, Tex., appointed promotion and public relations director, KDAV Lubbock, Tex.

MR. SANDERS

**Michael Danyla Jr.,** former continuity director, WPTR Albany, N. Y., appointed Albany district sales representative, WMGT (TV) Pittsfield, Mass.

**Bob Widmark,** formerly with sales staff, WMT Cedar Rapids, Iowa, and **Dick Burnham,** formerly account executive, KTVK (TV) Phoenix, Ariz., to sales staff, KPHO-TV Phoenix.

**Sam Grossman** to sales dept., KNX-Columbia Pacific Radio Network, Hollywood, as retail account executive.

**Dave Robin,** formerly with WSAZ-TV Huntington, W. Va., to WAYE Baltimore as announcer; **Mitzie Wallin** to WAYE traffic dept.

**Warren R. Hewitt** to announcing staff, WICS (TV) Springfield, Ill., also serving as farm and sports reporter.

**Bill Cullen,** radio-tv performer, signed to three-year contract by WRCA-AM-TV New York, continuing network tv appearances.

**Claire Checchi** and **Thomas Carroll** to WROL Boston as record librarians, succeeding **Dottie Checchi,** Claire's sister, who is entering convent.

**George Halsey,** news director, WOI Ames, Iowa State College outlet, named special news correspondent at United Nations, N. Y., for three-month period, serving WOI as news correspondent and working with UN information section, observing and evaluating radio and tv program information for possible use on other educational stations in U. S.

**Jean Moorhead,** recently named Miss KNX (Hollywood), to affiliated KNXT (TV) on *Juke Box Jury* show.

**Sibyl Johnson,** home economist and *Cook Book* hostess, WKY-TV Oklahoma City, chosen as official hostess, 1955 Oklahoma City Parade of Homes.

**Joanne Haak,** accounting dept., WPTZ (TV) Philadelphia, and Edwin J. Cramphorn Jr. were married Sept. 10. **James Pettyjohn,** correlator, WPTZ Philadelphia, and **Doris Heckler,** WPTZ commercial announcer, were married Sept. 3.

**Bruce Huffman,** sales service coordinator, KNXT (TV)-Columbia Tv Pacific Network, Hollywood, father of boy, Ted Scott, Sept. 7.

**Fred Vinroot,** program director, WIST Charlotte, N. C., and **Lee Vinroot,** former WIST women's director, parents of boy, Paul David, Sept. 5.

**Bob Woodbury,** traffic and sales service manager, WCCO Minneapolis-St. Paul, father of boy, Daniel Robert.

**Keith Frederickson,** formerly with Western Adv. Agency, Chicago, to continuity dept., WDSU New Orleans.

**Bob Ingham,** KSD-AM-TV St. Louis, named St. Louis' outstanding sports announcer for second consecutive year by Greater St. Louis American Bowling Congress and Women's International Bowling Congress.

**John C. Wheeler,** disc m.c., WELL Battle Creek, Mich., and Lois Jean Hazzard were married.

**Charles Parker,** account executive, WDRC Hartford, Conn., and **Mrs. Parker,** former WDRC receptionist, parents of boy, Steven Charles.

### REPRESENTATIVE PEOPLE

**Tom E. Paro,** formerly with sales staff, MBS New York and Chicago, to tv sales staff, eastern div., NBC Spot Sales, N. Y.; **Martin Pollins,** formerly with sales staff, WOR-TV New York, to NBC Spot radio sales staff.

WMAL-TV

*channel 7 in Washington, D. C., is*

now

SUPERPOWER

*Greater Coverage of the multi-billion dollar Washington market*

*Greater ABC-TV Programs backed by unparalleled audience promotion*

NO INCREASE IN RATES

*Ask the Katz Agency*

# NETWORK 6-MO. GROSS OVER $40 MILLION

**Publishers Information Bureau statistics show combined radio-tv figure is about 15½% ahead of the first half of 1954. Totals for July of 1955 put CBS at the top of the list.**

RADIO-TV network gross billings for the first six months of this year totaled $297,148,937, more than $40 million—about 15½%—ahead of time sales for the networks in the same period last year, according to Publishers Information Bureau compilations.

PIB reported gross time charges at $8,273,365 and $29,996,679 for radio and tv networks respectively for July. Network tv's gross billings topped last July by more than $7 million while network radio's gross time sales were off $255,651.

CBS with a July total of $17,757,107 in radio-tv gross time sales led the networks that month. NBC chalked up $14,419,124 in radio-tv gross billings for July, and was the only radio network to boost its July figure over the same month in 1954. The PIB table follows:

Network Radio

| | July 1955 | July 1954 | Jan.-July 1955 | Jan.-July 1954 |
|---|---|---|---|---|
| *ABC | $1,676,650 | $2,098,823 | $14,992,049 | $17,269,420 |
| CBS | 3,122,096 | 3,821,234 | 27,063,223 | 33,536,043 |
| MBS | 1,022,255 | 1,481,767 | 9,205,231 | 12,555,497 |
| NBC | 2,452,364 | 2,127,192 | 18,715,886 | 20,697,370 |
| Total | $8,273,365 | $9,529,016 | $69,976,389 | $84,058,330 |

Network Television

| | July 1955 | July 1954 | Jan.-July 1955 | Jan.-July 1954 |
|---|---|---|---|---|
| ABC | $ 3,263,803 | $ 2,310,281 | $ 25,032,408 | $ 17,517,945 |
| CBS | 14,635,011 | 11,861,534 | 108,326,852 | 77,777,963 |
| DuMont | 131,105 | 623,455 | 3,035,785 | 7,218,390 |
| NBC | 11,966,760 | 8,149,533 | 90,777,503 | 70,443,559 |
| Total | $29,996,679 | $22,944,803 | $227,172,548 | $172,957,857 |

Network Radio Totals to Date

| | ABC | CBS | MBS | NBC | Total |
|---|---|---|---|---|---|
| Jan. | $ 2,487,140 | $ 4,181,787 | $1,372,532 | $ 2,744,204 | $10,785,663 |
| Feb. | 2,387,900 | 3,950,767 | 1,291,938 | 2,584,620 | 10,215,225 |
| Mar. | 2,445,765 | 4,393,441 | 1,446,535 | 2,953,486 | 11,239,227 |
| Apr. | 2,096,355 | 3,837,124 | 1,365,658 | 2,624,671 | 9,923,808 |
| May | 2,080,272 | 3,921,807 | 1,450,889 | 2,652,560 | 10,105,528 |
| June | **1,817,967 | **3,656,201 | **1,255,424 | **2,703,981 | **9,433,573 |
| July | 1,676,650 | 3,122,096 | 1,022,255 | 2,452,364 | 8,273,365 |
| Total | $14,992,049 | $27,063,223 | $9,205,231 | $18,715,886 | $69,976,389 |

Network Television Totals to Date

| | ABC | CBS | DuM | NBC | Total |
|---|---|---|---|---|---|
| Jan. | $ 3,718,195 | $ 15,831,141 | $ 723,960 | $13,172,695 | $ 33,445,991 |
| Feb. | 3,567,696 | 14,694,726 | 597,275 | 12,419,641 | 31,279,338 |
| Mar. | 3,806,425 | 16,036,896 | 628,625 | 14,102,093 | 34,574,039 |
| Apr. | 3,527,558 | **15,426,214 | 462,335 | 13,285,933 | **32,702,040 |
| May | 3,606,427 | **15,978,680 | 273,640 | 13,591,687 | **33,450,434 |
| June | 3,542,304 | **15,724,184 | 218,845 | **12,238,694 | **31,724,027 |
| July | 3,263,803 | 14,635,011 | 131,105 | 11,966,760 | 29,996,679 |
| Total | $25,032,408 | $108,326,852 | $3,035,785 | $90,777,503 | $227,172,548 |

* In order to maintain continuity and comparability with previously published data, an adjustment factor of 1.817 has been used by PIB in calculating gross network radio time charges for those nighttime network radio programs where ABC rate card No. 6 was in effect.

** Revised as of 9/14/55.

## AB-PT Declares 25 Cents On Common, Preferred

THE AB-PT board of directors last week declared dividends of 25 cents per share on the outstanding preferred and 25 cents on the outstanding common stock of the corporation, payable Oct. 20, 1955, to holders of record as of Friday.

Excluded from the dividends are 150,000 shares of the 5% preferred stock. At the meeting last week the board approved the redemption on Oct. 20 of the shares of preferred stock ($20 par value) at the applicable redemption price of $20.80, plus the accrued dividend to such date of 25 cents per share, or a total of $21.05 per share. The specific shares to be redeemed will be selected by lot at the close of business tomorrow (Tuesday) when the books will be closed to further transfer of shares so selected.

## CBS Ready to Broadcast From Russia When Allowed

A CBS Radio spokesman said last week the network is ready to hook Moscow into its network any time the Russians grant facilities. He said CBS has been granted only telephone facilities, not facilities for broadcast origination.

Soviet Party Chief Nikita Khrushchev last week told Sen. Estes Kefauver (D-Tenn.), on a tour of Russia, that he would "take care of" a complaint that CBS was unable to transmit material from Moscow by radio on the Soviet-West German talks. CBS has two correspondents in Moscow, Richard C. Hottlet on a temporary visa and Daniel Schorr not yet accredited. Sen. Kefauver had brought up the question of censorship.

NBC correspondent Irving R. Levine has been granted facilities for NBC hookup from Moscow.

## CBS-TV Names Lowenstein Dir. of Press Information

APPOINTMENT of Larry Lowenstein, director of publicity-promotion of Benton & Bowles, New York, as director of press information for CBS-TV, New York, was announced last week by Charles Oppenheim, director of information services for CBS-TV. Mr. Lowenstein will assume his new duties at the end of this month.

MR. LOWENSTEIN

Mr. Lowenstein joined Benton & Bowles as a member of the publicity-promotion department in 1949, and was named assistant director in 1953. Earlier this year he was promoted to director of the department.

## 'Airman' Godfrey Faces Flying Troubles Again

CBS radio-tv personality Arthur Godfrey was under fire again last week from the Civil Aeronautics Administration, which is probing charges that his plane violated air traffic rules by "crowding" an Ozark Airlines aircraft out of Chicago's Midway Airport Sept. 7.

In New York and Washington, D. C., Mr. Godfrey denied the charges, claiming "there was absolutely no danger of collision." He was enroute from Chicago to Wyoming in his DC-3 for a brief vacation when the incident occurred, apparently over Aurora, Ill.

Pilots of the Ozark plane filed charges with CAA in St. Louis, which in turn were passed along to Harry Troxell, CAA Chicago safety agent. Ralph Horn, CAA investigator, reported a formal investigation last Wednesday and notified Mr. Godfrey of the charges. CAA also is checking passengers for their accounts of the incident, it was reported.

Mr. Godfrey was involved in a similar incident at Teterboro, N. J., on Jan. 7, 1954 and the Civil Aeronautics Board subsequently suspended his license for six months.

## 'Colliers' Dissects Godfrey

IN an article in the Sept. 30 *Collier's* magazine radio-tv critic John Crosby traces the career of CBS' Arthur Godfrey from his first radio stint with a Baltimore station to his present packed schedule of network radio and television shows. The article deals mostly with the controversial side of Mr. Godfrey's career, and Mr. Crosby offers the opinion that success has been Mr. Godfrey's undoing, having created "a vast gulf between him and his audience. . . ." "It's a pity," Mr. Crosby writes, "he has grown so far from the people because it's with people that he belongs. . . ."

### NETWORK PEOPLE

**Peter Jacobi,** returned from U. S. Army service, and previously on ABC news staff, appointed overnight news editor, NBC Central Div.

**Joseph B. Irwin,** attorney, Dewey, Ballantine, Bushby, Palmer & Wood (law), N. Y., to business affairs dept., ABC, as attorney.

**Hal Fimberg** signed to do script for CBS-TV *My Favorite Husband.*

# HOW TO COMPARE COLOR TV SETS

**RETMA board agrees to sponsor color demonstrations for international representatives at request of State Dept. Also votes to continue fight for excise tax deletion and FTC trade rule changes; establishes semi-conductor, receiving tube and picture tube sections.**

TV receiver manufacturers will have a rare opportunity to match the performances of individual color sets early next March in New York, when a demonstration will be held under the auspices of the State Dept. in cooperation with Radio-Electronics-Tv Mfrs. Assn.

The color show, according to RETMA, which held its fall board meeting last Tuesday through Thursday at the Hotel Plaza in New York, probably will be housed either at the United Nations headquarters or at the Waldorf-Astoria. Details are yet to be arranged.

The State Dept. requested the showing at the suggestion of Committee Consultatif International Radio (CCIR), an international group that studies radio problems and sets standards for European and some of the Latin American nations. RETMA's board approved the proposal and will invite, via the State Dept., the attendance of some 100 representatives of foreign countries. CCIR currently is studying color standards. A similar exhibition was held in the U. S. in 1950 on monochrome tv standards. Plans include visits to witness color tv operations at U. S. plants.

Other RETMA board actions included decisions to:

(1) Continue RETMA's fight before Congress for elimination of the 10% federal excise tax on all tv sets at the manufacturing level (the tax already has been lifted on sets used for non-entertainment, i.e., business and military operations).

(2) Protest the Federal Trade Commission's trade practice rules which require that tubes be marked as used if the glass is being re-used (No. 12) and the proposed change in the method of measuring screen size (No. 9).

In other actions, the board elected E. C. Anderson, RCA executive vice president, to replace L. W. Teegarden, also an RCA vice president, on the RETMA board, and approved a joint meeting with Canadian RETMA at the Homestead, Hot Springs, Va., Sept. 27-29.

RETMA reviewed plans for radio-tv week, which started this week, and said advance reports indicate this year's promotion would be the most successful. It was decided to continue the promotion on an annual basis, and suggestions were received looking toward similar programs to be conducted during the "valleys" of tv business (for example, promotion in the spring to encourage portable radio sales). RETMA discussed shortages of certain component materials, e.g., copper and nickel, which have developed over the past three months. It was noted that the industry advisory committees of the Commerce Dept.'s Business Defense Services Administration will be looking into receiving tube materials beginning tomorrow (Tues.). This meeting will be followed by similar sessions on transmitter tubes, relays, etc.

Indication of the rise of the transistor in the manufacture of receivers was seen in the naming of a semi-conductor section (transistors, germanium diodes and silicon diodes) as part of RETMA's Tube Division that also will contain a receiving tube and picture tube section. John Q. Adams of CBS-Hytron was named chairman of the semi-conductor section; G. W. Gunn of Sylvania Electric Products Inc. as head of the picture tube section, and George W. Keown, Tung-Sol Electric Inc., as chairman of the receiving tube section.

## GE Color Progress Report Planned for Set Makers

A PROGRESS report on what General Electric is doing in the development of color tubes and associated components will be given tv set makers during the next three weeks, J. M. Lang, tube department general manager, said last week.

Some 20 tv manufacturers have been invited to send representatives to Electronics Park, Syracuse, N. Y., for half-day programs of discussions and demonstrations of how GE has "spent several million dollars in color picture tube development during the past two years," Mr. Lang said. The GE tube of the "post acceleration" type, which the company emphasized was still in the developmental stage and may not be ready for production until 1957, will be described and demonstrated.

## RCA Adds Color Space

ARRANGEMENTS have been completed by RCA to purchase an additional 285,000 sq.ft. of building space at Lancaster, Pa., as part of its program for the accelerated production of color television tubes, it was announced last week by D. Y. Smith, vice president and general manager, RCA Tube Division.

Purchase of this space, according to Mr. Smith, will provide RCA with more than one million sq. ft. of space at Lancaster. He said immediate steps will be taken to equip the new building for the handling of color kinescopes and other electron tubes manufactured by RCA at Lancaster.

## Westinghouse Stock Purchase

PURCHASE of 187,480 shares of Canadian Westinghouse Co. at $54 a share by Westinghouse Electric Corp. was announced jointly last week by the electric company and the Westinghouse Air Brake Co. Westinghouse Electric bought the shares from the air brake firm, giving the electric company ownership of 70% of the Canadian company's common stock. It was explained that in recent years the electrical manufacturing portion of Canadian Westinghouse's business has grown faster than its sales of air brake equipment and that the sale of stock represented an adjustment of the interests of the two American companies in the Canadian firm.

## Picture Tube Sales Increase

PICTURE tube sales for first seven months of 1955 totaled 5,429,817, RETMA has reported. This compares with 4,471,584 sales for same period in 1954. Cumulative sales for January-July for receiving tubes were 254,842,000 compared with last year's same seven months' 189,856,000. In June and July, RETMA said, usual season decline in tube sales occurred. This was due to shorter reporting period and plant-wide vacations. Radio and tv set production for seven-month period was reported earlier in week (see story, page 106).

## Sylvania Offers Reward

SYLVANIA Electric Products Inc. said last week it will offer $1,000 as a "reward" for information leading to the arrest and conviction of any person or company fraudulently branding small radio and tv receiving tubes with the company's name. Sylvania dealers were told in a letter from D. W. Gunn, Sylvania's sales manager for electronic products, that tube counterfeiting is a crime punishable by fine and imprisonment and that the firm was "taking off the gloves" in its campaign against the practice of reprocessing tubes.

## GE Ships Video Gear To WSM-TV, WITN (TV)

GENERAL Electric Co. reported last week it had shipped a studio camera to WSM-TV Nashville (ch. 4) and a used 20 kw amplifier to WITN-TV Washington, N. C. (ch. 7). GE also reported an order from KOSA-TV Odessa, Tex. (ch. 7), for a 10 kw transmitter, 12 bay antenna, studio camera chain, studio relay switching system, and phase 1 and 2 color equipment, to be delivered in 90 days.

**People in Northeastern Wisconsin like Action . . . . Buying Action! Sports Action! Green Bay's 5000 watts daytime (500 night) station. WJPG translates this "Sports-happy" audience into Volume Sales.**

**People in Northeartern Wisconsin like Action. . . Buying Action! Sports Action! Green Bay's 5,000 watts d ne 500 night) station. WJPG, sla s this "sports happy" into volume sales. You've a loyal, responsi au WJPG . . . the area's Station! People in sconsin like Actio Sports Action! watts People consin like Bu Action! Sports Action! Green Bay's 5,000**

**Watts daytime (500 night) Station. WJPG, translates this 'Sports-happy" audience into Volume Sales. You've always got a loyal, responsive audience on WJPG . . . the area's top Sports Station!**

**WJPG** 5000 w Day—500 w Night
MBS GREEN BAY, WIS.
Burn-Smith Company—Representative

## New Fact Book Covers Electronic Industry

COLLECTION of statistics covering the $9 billion electronics industrial structure is offered for the first time by Radio-Electronics-Tv Mfrs. Assn. in a *Fact Book.* The 26-page document, teeming with tables and charts, traces the evolution of the industry "from a spark of genius which was fanned to life in a laboratory during the late 19th Century."

Breakdowns are given on radio and tv set production and sales to the public and dealers, tracing the pattern of home receiver manufacturing. Similar figures are offered for picture and receiving tubes.

Production of military electronic equipment is reviewed, with 300 firms now having prime military contracts.

About 50 manufacturers account for over 80% of the dollar volume of end equipment production, it is explained. An employment review shows a half-million workers engaged in production of end equipment and components.

From 1946 to 1954 tv manufacturers shipped 35.6 million tv sets to dealers, the booklet shows. Radio set production from 1924 to 1954 is shown, plus radio set production by type since 1947.

## RCA Licensed To Make Printed Wiring Boards

FIVE-year license arrangement was signed Thursday by RCA and Technograph Printed Electronics Inc., Tarrytown, N. Y., permitting RCA and its subsidiaries to produce printed electrical circuits under Technograph patents held or pending, and under the latter firm's processes.

According to Hubert L. Shortt, Technograph president, his firm holds patents on techniques of producing printed wiring boards now in extensive use in tv and radio receivers as well as in the production of electronic and electrical equipment. Printing wiring, he noted, has greatly advanced the automation of the equipment.

Other manufacturers in the U. S. licensed by Technograph, Mr. Shortt said, include American Hard Rubber Co., Baldwin Lima Hamilton Corp.; Cornell Dubilier Electric Co.; Hallicrafters Inc.; National Vulcanized Fibre Co. and Photocircuits Corp.

## Admiral Starts New Lab

ADMIRAL CORP. broke ground Friday for a new electronic research lab in Stanford Industrial Park at Palo Alto, Calif. John F. Gilbarte, vice president of Admiral's Government Lab Div., took part in spade-turning ceremonies with local civic officials.

To be completed late this year, the lab will house precision equipment and scientific apparatus used for military and civilan products.

## RCA Ships Equipment

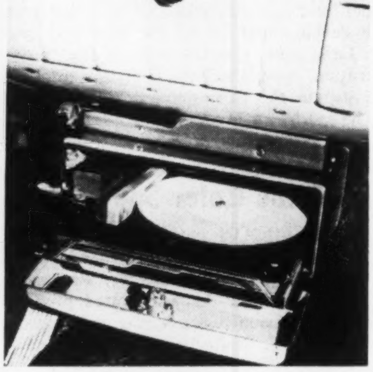
RCA has reported shipment on Sept. 7 of three Vidicon color film cameras and studio color camera to KMTV (TV) Omaha (ch. 3). RCA also reported KCRA-TV Sacramento, Calif. (ch. 3) went on air Sept. 2 with test pattern.

### MANUFACTURING SHORTS

**Rust Industrial Co.,** Manchester, N. H., has developed tv studio lighting control panel with multiple remote control, furnishing five pre-set combination of 40 lighting circuits from one or more control points. Five pre-set control positions accommodate from one to 40 circuits. Five master control switches on light panel may be paralleled with as many other remotely-located control units as desired, with small 11-conductor cable. Low voltage control circuits are completely isolated from power circuits. Main unit may be flush mounted in studio or control room wall. Panel is designed with forty 20 amp 120 volt circuits for use in 120/208 volt four-wire distribution systems. Cost is $1,090 F.O.B. Manchester.

## Highway Hi-Fi

RADIO'S newest competitor is this hi-fi record player for automobiles, to be installed in the Chrysler Corp. 1956 line. The turntable, operating at 16⅔ rpm, uses seven-inch records and was developed by CBS Columbia. The turntable is mounted in a shock-proof case just below the center of the instrument panel. A magnetic device keeps the needle from jumping out of the groove. The tone arm has a sapphire stylus and ceramic pickup. Customers will be given six discs with each record player, each providing up to 45 minutes of music or one hour of speech per side. Tone is fed into the radio amplifier system. Chrysler engineers claim it is "extremely difficult" to jar the arm off the record or even make the stylus jump a groove.



Right under the dashboard . . .

**David Bogen Co.,** N. Y., has introduced new 11-tube superheterodyne six-band hi-fi am receiver, known as RR29, for use on shortwave and broadcast bands. RR29 is available in chassis form, or in mahogany veneer cabinet complete with two loudspeakers as RR29W. Receiver has r-f frequency response which is down 3 db at 40 and 4,000 cycles and power output of 2 w at 2% distortion. Noise clipper circuit that reduces noise in proportion to percentage of modulation of incoming signal is included. RR29 is priced at $165; RR29W at $199.50.

**United Transformer Co.,** N. Y., has announced start of operations of new UTC-Pacific Div. plant, 4008 W. Jefferson Blvd., L. A., fully-equipped for manufacture of transformers, reactors, solenoids, variable-voltage transformers, control reactors, high-Q coils and filters for electronics field.

**General Electric Co.,** Syracuse, N. Y., has reduced transistor prices for second time this year, with latest cuts ranging from 15% to 50% on eight different types. New prices will be from below $2 to slightly above $3 each to equipment manufacturers in quantity lots.

**Telectro Industries Corp.,** Long Island City, N. Y., has released 24-page booklet describing facilities and products, including recording, audio and electronic industry and test equipment.

**Luxo Lamp Corp.,** Tuckahoe, N. Y., is coming out with new microphone arm, adapted from arm assembly of Lux lamps. With arm, mike can be moved to any position with fingertip.

**Sylvania Electric Products Inc.,** N. Y., has declared dividend of 50 cents per share on common stock, payable Oct. 1 to stockholders on record Sept. 9. Directors also declared regular quarterly dividend of $1 per share on $4 cumulative preferred stock and $1.10 per share on $4.40 cumulative convertible preferred stock, both payable Oct. 1.

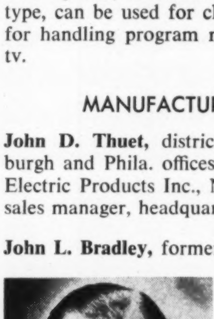
**Bell & Howell Co.** (motion picture equipment), Chicago, has moved engineering, sales, service and administrative depts. of professional equipment and instrument div., Lincolnwood, Ill., to Skokie, Ill. Manufacturing operations of div. will continue at Lincolnwood plant.

**Allen B. DuMont Labs,** technical products div., Clifton, N. J., has placed on market 17- and 21-in. cathode-ray tube indicator, designed for use on industry production lines and in other applications where it is desirable for electrical patterns to be displayed on large screens as aid in manufacturing processes.

**RCA** presented demonstration of compatible color tv system for medical use at Biological Photographic Assn.'s convention in Milwaukee. New system, described by RCA as first of its type, can be used for closed-circuit color tv or for handling program material on commercial tv.

### MANUFACTURING PEOPLE

**John D. Thuet,** district sales manager, Pittsburgh and Phila. offices, radio-tv div., Sylvania Electric Products Inc., N. Y., named div. radio sales manager, headquartering in Buffalo, N. Y.



MR. BRADLEY

**John L. Bradley,** formerly market development manager, Magnatran Inc. (transformers), Kearny, N. J., appointed assistant advertising and sales promotion manager, Ampex Corp. (magnetic tape recorders), Redwood City, Calif.

**Robert F. Schulz** appointed manager, newly-created microwave and industrial products dept., Motorola Inc., Chicago.

**Donald Jonson,** former sales representative, Wadsworth-Hadley div., Elgin National Watch Co., Elgin, Ill., appointed sales supervisor, electronics div., coordinating microphone and relay products sales activities for Elgin's west coast electronic subsidiaries, American Microphone Co., Pasadena, Calif.; Elgin-Neomatic Inc., L. A., and Advance Relay Co., Burbank, Calif.

**George C. Wetmore** appointed broadcast representative, Collins Radio Co., Cedar Rapids, Iowa, covering D. C., Va., W. Va., Del. and Md., headquartering in Washington.

# BMI SETS DATES FOR 42 CLINICS

COMPLETION of plans for 42 Broadcast Music Inc. clinics in 1956 was announced last week by Glenn Dolberg, vice president in charge of station relations. The series opens Feb. 26 and runs through June 15, with time off for the NARTB Convention in April.

The production schedule has two teams of speakers traveling concurrently in different sections of the country. They will hold the 42 clinics in 40 states and many state broadcaster associations have already scheduled their state meetings to coincide with the BMI clinics.

FCC Chairman George C. McConnaughey and all six commissioners have accepted invitations to speak individually at as many clinics as they can attend. Dates and locations of individual clinics are:

Feb. 26, Little Rock, Ark.; Feb. 27, Seattle, Wash.; Feb. 29, Jackson, Miss., and Portland, Ore.

March 2, New Orleans, La., and San Francisco, Calif.; March 5, Birmingham, Ala., and Los Angeles, Calif.; March 7, Atlanta, Ga., and Phoenix, Ariz.; March 9, Columbia, S. C., and Albuquerque, N. M.; March 12, *N. C. and Ft. Worth, Tex.; March 14, Roanoke, Va., and Houston, Tex.; March 16, Wheeling, W. Va., and Oklahoma City, Okla.; March 19, Washington, D. C.; March 21, Harrisburg, Pa., and March 23, Louisville, Ky.

May 7, Trenton, N. J., and *Iowa; May 9, Nashville, Tenn., and Springfield, Ill.; May 11, Orlando, Fla., and Indianapolis, Ind.; May 13, *Kansas; May 14, *New York; May 16, Boston and *Missouri; May 18, *Maine and York, Neb.; May 21, *Ohio; May 23, *Michigan, and May 25, Milwaukee, Wis.

June 4, *Idaho; June 6, *Montana; June 8, Detroit Lakes, Minn.; June 11, Salt Lake City, Utah; June 13, Sheridan, Wyo., and June 15, Estes Park, Colo.

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* City to be determined.

## John Guedel Productions Signs Linkletter Renewal

JOHN GUEDEL Productions Thursday signed a new seven-year contract with CBS Television covering *Art Linkletter's House Party*. The new contract increases production funds in line with the program's expanded format which will stress features on personalities in the news and guest stars.

The program is now carried by 101 CBS-TV stations and 244 CBS Radio stations. CBS Television executives headed by President J. L. Van Volkenburg and Philip Feldman, director of business affairs, Hollywood, negotiated the long-term agreement with Mr. Guedel to replace a contract which had two years to run.

## Community Tv Group Names C-C, Pay-Tv Units

PAUL B. McADAM, Livingston (Mont.) Community Antenna Assn., has been appointed chairman of the closed circuit committee of the National Community Television Assn., it was announced last week. This committee will explore various recommendations regarding the origination of closed circuit tv programs by community antenna systems.

Also appointed as head of a committee to keep an eye on subscription tv as it relates to antenna systems was Miss Yolanda Barco, Meadville (Pa.) Master Antenna Co.

Other members of the Closed Circuit Committee are J. Holland Rannells, Cumberland, Md.; Scotte Gray, Beverly Hills, Calif.; Wally Matson, Portland, Ore.; Lloyd A. Calhoun, Hobbs, N. M.; L. N. Papernow, San Diego, Calif.; Allen C. Harmes, Mitchell, S. D.; John Arnts, Bangor, Pa.; David C. Winer, Woodridge, N. Y.; Bill Calsam, Oneonta, N. Y.; W. D. Gardner, Greenville, Miss., and Ned Cogswell, Oil City, Pa.

Other members of the pay tv committee are Harold E. Waltz, Palm Springs, Calif.; Ian Elliot, Miles City, Mont.; Augustine J. Cululi, Bethlehem, Pa.; Joseph Wool, Burlington, Vt.; Norman Penwell, Bozeman, Mont.; D. W. Erwin, Lovington, N. M.; C. Lowell Smith, San Bernardino, Calif.; Joe Henry, Thermopolis, Wyo.; J. W. Allen, Nogales, Ariz.; John Campbell, Dubuque, Iowa; K. J. Easton, Montreal, Canada, and Jerry Henderson, Carmel, Calif.

## Telemeter Has Community Tv Closed-Circuit System Ready

WITH prices to depend upon individual installations, International Telemeter Corp., Los Angeles, has announced that it can furnish immediately completely packaged closed-circuit television systems for small community tv stations.

The custom built installations, including camera chains, projection units and other station equipment plus coaxial links to individual homes, are being offered by the firm's Ampli-Vision Division. International Telemeter itself is a subsidiary of Paramount Pictures Corp., and a toll-television advocate before FCC.

Extensive plans for opening new avenues to profitable local television stations on a wired, rather than broadcast, basis will be announced shortly by Ampli-Vision, it was explained. In many areas, Ampli-Vision officials said, it may prove far more economical to install closed-circuit television stations than build either vhf or uhf broadcast stations.

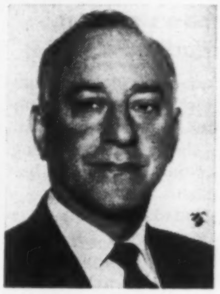
Already two such commercial closed circuit tv systems have been announced. In Cumberland, Md., Potomac Valley Television Co. has been soliciting advertisers and agencies, and in Beverly Hills, Calif., Trans-Community Tv Network has announced plans to establish commercial "stations" in some 15 communities in western states [B•T, Aug. 22].

### PROGRAM SERVICE SHORTS

**Storecast Corp. of America** has contracted with Syracuse div. of American Stores Co. to broadcast music, news, market information and weather reports to Acme supermarkets in central N. Y. state via five Rural Radio Network stations, WRRA (FM) Ithaca, WRRC (FM) Cherry Valley, WRRD (FM) De Ruyter, WRRE (FM) South Bristol, WRRL (FM) Wethersfield, all N. Y. Introductory rate for service, "Supravision," which claims weekly 150,000 customer service, is $50 per week for 26-week participation. Storecast reports 781 "space units" available to advertisers in initial operation, 551 already sold to grocery manufacturers.

**Stone Assoc.,** N. Y., has signed exclusive merchandising contract with United Sheeplined Clothing Co. in merchandising and licensing of Daniel Boone items, Martin Stone, head of Stone Assoc., has announced. In addition Mr. Stone is considering creation and production of Daniel Boone tv series and theatrical motion picture.

## Communications Firm Names Singer Chief of Operations



MR. SINGER

CHARLES H. SINGER was named chief of operations for Page Communications Engineers Inc., Washington, D. C., last week, after 28 years in the engineering department of WOR-AM-FM-TV New York, where he rose to the position of chief engineer.

At PCE Mr. Singer will manage the world-wide operations of the electronics design and installation firm, which is engaged mainly in defense radio communications and radar projects.

### PROFESSIONAL SERVICES PEOPLE

**Casimer Bielski Jr.,** former chief, radio-tv section, Air Force Headquarters, Pentagon, Washington, has resigned commission to enter public relations work, continuing association with radio-tv industry as committee executive, National Security Industrial Assn., Washington, organization composed of about 600 companies employing more than one-third of nation's manufacturing labor force and designed to foster close working relationship between industry and military.

NO CRYSTAL BALL

LIBEL

can forewarn you of

LIBEL · SLANDER
PIRACY
COPYRIGHT VIOLATION

BUT our specialized
INSURANCE
covers these daily hazards
ADEQUATELY • INEXPENSIVELY
DON'T RISK
possible embarrassing loss while
protection is readily available—but
DO RISK 5 minutes and 3c
to write for details and a
rate built for you.

WRITE FOR DETAILS AND RATES

Employers Reinsurance Corporation

INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

# ADVERTISERS ACTIVE IN CANADIAN TV

### Record number of billings for fall schedule with U. S. network and film shows predominating over Canadian.

PRELIMINARY fall Canadian television network program schedules show a record number of commercially sponsored programs, with U. S. network and film shows predominating. Live Canadian shows account for almost half of the commercial programs.

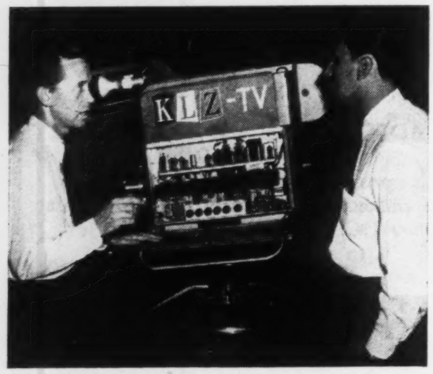
General Motors of Canada starts a one-hour live Canadian *General Motors Theatre* on Oct. 11 (MacLaren Adv. Co., Toronto), while Chrysler Motors of Canada (McCann-Erickson Ltd., Toronto) started Canadian football telecasts on practically all Canadian stations on Aug. 26, doing separate games for eastern and western Canada. After the football playoffs and Grey Cup championship games, Chrysler is piping in from the United States *Climax* and *Shower of Stars,* on all but French-language tv stations.

The Bank of Canada, Ottawa, late in September starts live one-hour plays for the Canada Savings Bond campaign slated for October. Canada Packers Ltd., Toronto (Cockfield Brown & Co. Ltd., Toronto) again sponsors the weekly half-hour talent hunt program *Pick the Stars.* Sunbeam Corp. Canada Ltd., Toronto (Industrial Adv. Agency, Toronto), shares new live *Jackie Rae Show* with unnamed other sponsors, starting late in September. Christie Biscuits Ltd., Toronto (Cockfield Brown & Co., Toronto), brings back live Canadian comedy show *Wayne and Shuster* on alternate weeks, with the Department of National Defense, Ottawa, planning a *Canadian Army Show* on the other weeks.

Other live Canadian shows which will be back this fall are *Holiday Ranch* for Canadian Canners Ltd., Hamilton (Baker Adv. Agency Ltd., Toronto); *On Camera* for Procter & Gamble Ltd., (Dancer-Fitzgerald-Sample of Canada Ltd., Toronto); *Vick Obeck Show* for McDonald Tobacco Co., Montreal (Harold F. Stanfield Co. Ltd., Montreal); *Plouffe Family* for Imperial Tobacco Co., Montreal (McKim Adv. Ltd., Montreal); *NHL Hockey* for Imperial Oil Ltd., Toronto (MacLaren Adv. Ltd., Toronto); *Show Time* for Canadian General Electric Co. Ltd., Toronto (MacLaren Adv. Ltd., Toronto), and *Denny Vaughan Show* for Lever Bros., Toronto (J. Walter Thompson Co. Ltd., Toronto).

Major U. S. shows coming to Canadian tv network, in most cases for same sponsor as in the U. S., include *Toast of the Town, Our Miss Brooks, Four Star Theatre, Medic, Caesar's Hour, Studio One, Bob Hope Show, Dragnet, I Love Lucy, Big Town, Jane Wyman's Fireside Theatre, Kraft Theatre, Star Stage, Gillette Fights, Disneyland, Burns and Allen, Navy Log, Jackie Gleason, Lassie, Wild Bill Hickock, Roy Rogers, Howdy Doody* (Canadian version), *Super Circus* and *What's My Line.*

The British film show *Adventures of Robin Hood* is being telecast on the network for Johnson & Johnson Ltd., Montreal, and Wildroot Ltd., Fort Erie (Young & Rubicam, Toronto, and A. J. Denne Ltd., Toronto). Imperial Tobacco Ltd., Montreal (McKim Adv., Montreal), and DuPont of Canada Ltd., Montreal (Vickers & Benson Ltd., Toronto), are bringing *Father Knows Best* to the Canadian network on alternate weeks.



ALMEIDA CASTRO (r), director of broadcasting for the Chateau-Briand am-tv system in Brazil receives information on the maintenance of tv cameras from Eugene Jenkins, chief engineer, KLZ-TV Denver. Mr. Castro is spending 90 days at KLZ-TV, studying all facets of American broadcasting as guest of the U. S. State Dept.

# EXPANSION OF FM, TV SET BY ITALIAN UNIT

### Fm stations will be tripled to 120 by next year, RAI chief reveals with tv extension to Naples and south Italy this year, then Sicily and Sardinia via microwave.

BOTH radio and television are growing in Italy, despite the fact Italian broadcasting is government-controlled.

This was revealed Thursday by Dr. Filiberto Guala, director general of RAI (Radio Audizione Italiana), who heads a group of the Italian government radio-tv network's executives in this country on a month's tour of radio-tv broadcasting stations, networks and film producers.

They were guests at a luncheon held at Washington's Sheraton Carlton Hotel in connection with the quarterly meeting of the Broadcast Advisory Committee for the U. S. Information Agency. Also addressing the luncheon were Judge Justin Miller, committee chairman; J. R. Poppele, assistant USIA director for broadcasting (Voice of America), and Andrew H. Berding, assistant USIA director for policy and programs.

Other members of the Italian group were Drs. Francesco S. Cilenti and Franco Passigli, RAI radio and tv consultants; Dr. Ruggiero Orlando, RAI New York correspondent; Dr. Aldo Passante, RAI production chief at Milan, and Dr. Gabriele Paresce, public affairs counselor at the Italian Embassy.

Dr. Guala said Italy at present has 87 am and 40 fm stations and that RAI expects to increase the fm number next year to 120. RAI broadcasts two programs running from 7 a.m. to midnight and a third from 5 p.m. to midnight.

Sets, both radio and television, are increasing at a rapid clip. From five million radio set licenses in effect at the beginning of 1955, there now are around six million. Italy has about 150,000 tv sets and the number is increasing at the rate of 10,000-12,000 monthly.

Of these tv sets, Dr. Guala said 120,000 are in homes and 30,000 in cafes or "saloons." As an indication of the large audience for each set, he said it was estimated 3 million people watched the soccer games and championship bicycle races last summer. Even the Swiss tune in on the Italian stations near the Swiss border, he said. RAI presently telecasts about 5 hours of programs daily, expanding this period Sunday to include morning religious services.

In the year and a half since RAI has been in television, 14 tv outlets have been built, covering northern and central Italy down to Naples. A television station at Naples and three or four others will be completed this year to cover south Italy, he said. In addition there are a large number of secondary and booster stations, especially in the mountain regions of northern and central Italy.

RAI then intends to connect Sicily and Sardinia to the RAI network, with three or four outlets in Sicily and two or three in Sardinia. For the 150-mile microwave jump to Sardinia, RAI will construct a tower 6,000 ft. above sea level, he said.

He said the present government-controlled system was developed through necessity and represents a "middle way" between government and private enterprise broadcasting. Controlling stock in RAI is held by the government's Institute for Industrial Reconstruction (IRA), with the remainder privately-owned. Holding a large block of the minority stock is SEP, an electric power firm at Turin.

Dr. Guala said RAI about once a week telecasts "Eurovision" programming, a tv hookup of several European countries, with each country's tv system taking turns originating programs. He said he is looking forward to the time when Italy can be linked to the U. S. for live telecasts through a trans-Atlantic tv system. Italian stations already use much program material from the U. S. he said, including films furnished by the Voice of America's tv division.

RAI radio programs are both sponsored and sustaining and the network also sells announcements. Tv broadcasts include sponsored and sustaining programs. About 1,500 hours of tv programming was broadcast in 1954, compared to 18,000 hours of radio broadcasts.

### American Aid in Turin

Dr. Guala noted that Americans had helped Italy construct its first experimental television station, at Turin.

The Italian government took over RAI, formerely completely privately owned, in 1953.

Judge Miller, in his brief welcoming talk to the Italian group, explained how the USIA's Voice of America, although a government-operated service, formulates its policies through advice and suggestions from committees made up from the ranks of private enterprise. He noted that the Broadcast Advisory Committee is made up of several segments of the same industry—radio and tv station broadcasters, network, agency and trade association people and educational broadcasters.

He emphasized that USIA Director Theodore Streibert, Mr. Poppele and a large proportion of other Voice of America officials and employes all were drawn from private enterprise broadcasting. He commended the broadcast group as "the best of the advisory committees" to USIA, and "the only one succeeding in doing the job it's supposed to do."

## INTERNATIONAL PEOPLE

**Julian M. Kaufman,** general manager, XETV (TV) Tijuana, Mex. (San Diego), named vice president.

**Thomas B. Humphrey,** assistant advertising manager of mixes, General Mills Inc., Minneapolis, appointed advertising manager of company's Canadian operation, succeeding **Robert S. Spaeth,** resigned.

**Bob Quinn,** for past eight years with All-Canada Radio Facilities and All-Canada Television sales staff, Toronto, to radio times sales dept., Radio Representatives Ltd., Toronto.

## U. of S. C. Adds Tv, Fm For Student Class Use

TWO closed-circuit stations, a tv and an fm outlet, will be available for student use during the new term of evening classes at the U. of Southern California beginning Sept. 19. Classes will meet from 7 to 9 p.m. during the 18-week term and college credit will be offered. A group of broadcasting officials will supplement the regular university faculty for the 10 special radio and tv courses to be offered.

## Radio, Film Writing Workshop

RADIO and film writing workshop will open Sept. 30 for 15 weeks at the New School for Social Research, New York, under direction of Flora Rheta Schreiber, magazine and script writer. Guest lecturers will include, among others: George Knodolf of the *U. S. Steel Hour;* William Traum, director of radio and tv, *Town Hall;* Edward B. Roberts, advertising agency script editor; Robert Q. Lewis, CBS comedian; Jack Glenn and Mrs. Robert Flaherty, film producers, and Seymour N. Siegel, director of WNYC New York.

## Writing, Promotion Offered

A SPECIAL series of courses to prepare college students for a career in television publicity writing and network-station promotion writing will be presented this fall at Fairleigh Dickinson College, Teaneck, N. J., by Harry Rauch, vice president of publicity and promotion for the television-radio department of the Bureau of Industrial Service Inc., a subsidiary of Young & Rubicam, New York.

He will offer two courses: "Television Program Publicity Writing" and "Television Network - Station - Publicity - Promotion Writing," each course carrying two credit hours per semester.

### EDUCATION SHORTS

**Baylor U.,** in cooperation with commercial KWTX (TV) Waco, Tex., is presenting college-credit course, *Effective Living,* on tv. Presented for first time yesterday (Sun.), course is produced by Baylor students who will receive college hours for $9 fee. Course is 13 weeks.

**WDET-FM** Detroit, outlet of Wayne U., will air full-credit American Government course this semester. Students will hear radio lectures and go to campus four times during semester for tests.

**Educational Tv & Radio Center,** Ann Arbor, Mich., has accepted for national distribution *Frontier to Space,* new 26-program tv film series intended to acquaint viewers with basic problems of jet propulsion and capabilities and limitations of rockets in present state of development, produced by physical science lab of New Mexico A&M. Series is being released this week and is available to all 14 educational tv stations now broadcasting.

### EDUCATION PEOPLE

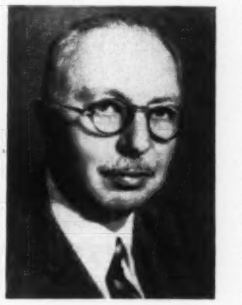
**Richard K. Thomas,** formerly group leader in electronics counter-measures research and development, radiation lab, Johns Hopkins U., Baltimore, and **Robert F. Trainer,** formerly staff assistant, Johns Hopkins applied physics lab, Silver Spring, Md., to Mt. Lee Lab, Stanford Research Institute, as electronics research engineers.

**Hal Light,** coordinator, National Audience Board, S. F., appointed general chairman, KQED (TV) (Berkeley-S. F.) Community Council, community interest tv group.

# IRE HONORS HOGAN WITH TOP AWARD

### President of Hogan Labs and WQXR founder named to receive Institute of Radio Engineer's Medal of Honor. Bullington and Hinman also will be honored at national convention next March.

JOHN V. L. HOGAN, president of Hogan Labs and founder of WQXR New York, has been named by the Institute of Radio Engineers to receive the IRE Medal of Honor, highest technical award in the radio engineering profession, at the institute's national convention in New York next March.



MR. HOGAN

Mr. Hogan won the honor "for his contributions to the electronic field as a founder and builder of the IRE, for the long sequence of his inventions and for his continuing activity in the development of devices and systems useful in the communications art."

Kenneth Bullington, of Bell Telephone Labs, will receive the Morris Liebmann Memorial Prize, which is awarded annually to an IRE member who has made a recent important contribution to the radio engineering art, "for his contributions to the knowledge of tropospheric transmission beyond the horizon, and to the application of the principles of such transmission to practical communications systems."

Mr. Bullington's work on scatter propagation during the last three years has been credited as a major factor in extending the range of military communications systems, which can transmit television pictures a distance of more than 200 miles, as recently announced by Bell Labs and Massachusetts Institute of Technology. He joined Bell Labs in 1937 and since then has been engaged almost entirely in studies relating to the propagation of radio waves.

MR. BULLINGTON

MR. HINMAN

Wilbur S. Hinman Jr., director of the Diamond Ordnance Fuze Labs, Washington, was named to receive the Harry Diamond Memorial Award, which goes to persons in government service for outstanding work in radio and electronics. Mr. Hinman's award was "for his contributions to the electronic art in the fields of meteorology and proximity fuzes."

Winner of IRE's top award, Mr. Hogan has been in radio since 1906, when he started his career as a laboratory assistant to Dr. Lee De Forest. He held important posts with the National Electric Signaling Co. and the International Radio Telegraph Co. from 1910 to 1921, then became a consulting engineer in New York. He is credited with many inventions in radio, television and facsimile. He owned WQXR, which he founded in 1936, until it was bought by the *New York Times.*

Mr. Hogan helped found IRE in 1912 and has been a key figure in its development as one of the largest engineering societies in the world, with international membership now exceeding 43,000. He was IRE vice president from 1916 to 1919, and president in 1920. He also has served on the board of directors and on many IRE committees.

### AWARD SHORTS

**WBBM** Chicago presented certificate of merit from Chicago Air Reserve Center for work on behalf of U. S. Air Force with public service broadcasts of AF programs and announcements in local area.

**Confidential File,** documentary tv film series of Guild Films Co., N. Y., cited by American Mental Health Foundation as "vividly constructive contribution" to American life.

**Bill Stout,** KNXT (TV) Los Angeles, presented special award from Hollywood Kiwanis Club for "outstanding contribution to the fight against juvenile delinquency."

**Roland Baker,** news director, KXYZ Houston, Tex., winner of $500 first prize in essay contest sponsored by personal finance committee

A READY MADE AUDIENCE OF 32,000,000 IS VITALLY INTERESTED IN THE TV FILM

*"How Do You Stand?"*

There's a big ready-made audience interested in chiropractic. One-fifth of the population of the U.S.A. knows incorrect posture invites an abnormal spine, induces pain, wastes energy, reduces efficiency and encourages disease.

The second largest healing profession offers "How Do You Stand?" **entirely without cost.**

The public, because of the widespread interest in National Correct Posture Week, a public service feature of the National Chiropractic Association—are acutely aware of posture. Correct Posture Week came to their attention through tremendous national newspaper story and picture coverage. It came to them through film clips on the CBS network and general distribution of the Fox-Movietone coverage, as well as in the Congressional Record.

The 14½ minute film is told in a series of quick-moving intensely human personal stories. It is not propaganda, but simple everyday stories about posture and its relationship to health, presented as a public service feature.

For speedy, preferred booking, write

**The National Chiropractic Association**
NATIONAL BUILDING WEBSTER CITY, IOWA

WHAS-AM-TV Louisville, Ky., was cited by the Kentucky Society for Crippled Children for "outstanding public service contributions to the welfare of Kentucky crippled children and the Easter Seal appeal." Showing the plaque received by the stations are (l to r) Victor A. Sholis, vice president and director, WHAS Inc.; Harry Bingham, president WHAS Inc.; Sidney Rosenblum, publicity chairman of the society, and Mrs. Viola M. Morey, society executive director.

of American Bar Assn. Mr. Baker, whose subject was small loan laws, last month graduated from U. of Houston law school.

**WIST** Charlotte, N. C., presented special safety award from Federal Safety Council of Charlotte.

**National Co.** (electronics and communications equipment, hi fi components), Malden, Mass., presented special certificate of merit from Liberty Mutual Insurance Co. for compiling outstanding safety record in operating Malden and Melrose, Mass., plants 590,755 man hours without "lost time" accident during six months ended last June.

**Chet Randolph,** farm service director, WNAX Yankton, S. D., named "Man of the Year" by Rural Youth of South Dakota.

**WWVA** Wheeling, W. Va., presented certificate of appreciation from U. S. Navy Recruiting Service "in recognition of outstanding service."

**KOA-AM-TV** Denver presented executive order proclamation from State of Colorado in recognition of contributions to Farm Safety Week.

**George W. Shannon,** farm editor, WWL New Orleans, presented honorary Acadian certificate in conjunction with Acadian Bicentennial Celebration, made "in recognition of a genuine and sincere interest in the customs, manners and cultural contributions of the Acadian of Louisiana" and assistance in promoting celebration.

**Robert Dierbeck,** associate curator, Milwaukee Public Museum, who has worked with WTMJ-TV Milwaukee in general supervision of all museum tv programs, is winner of first NBC President's award, providing year's training and study in N. Y. under NBC producers and directors.

**Paul Lavalle,** conductor of *Cities Service Band of America,* NBC Radio, awarded Air Force Assn. citation of honor for "special musical compositions saluting U. S. Air Force and radio programs contributing to a greater public understanding of airpower."

## KFAB COVERS PRISON RIOT

KFAB Omaha scored an exclusive on-the-spot broadcast Sept. 9 when inmates at Nebraska's State Reformatory for Men touched off that state's sixth penal uprising in the last six months. Acting on a tip, KFAB's Ken Headrick and Al Bates arrived at the Reformatory just as the riot was touched off. Messrs. Headrick and Bates made live broadcasts as they watched the prisoners surge out of control and set fire to a carpentry building before any other news media arrived on the scene.

## WRC-TV TO AIR NEW SHOW

CARLETON D. SMITH, vice president and general manager of the NBC stations in Washington, announced recently that the presentation of *Y. O. U.—Years of Usefulness,* a series devoted to seeking the solution to the problems of aging, will begin Sept. 18 and continue through Nov. 6 on WRC-TV. The programs will be live, implemented by film, and will be presented jointly by the department of public health of the District of Columbia and WRC-TV.

## NEW FEATURE ON RUTGERS SHOW

A NEW segment of the state university's weekly *Report From Rutgers* television show on WATV (TV) New Brunswick, N. J., Mondays at 8 o'clock will feature Dr. George P. Schmidt, professor of history at Douglass College, on aspects of American history and political and philosophical climates which produce the events. Dr. Schmidt starts Sept. 12 for 13 weeks coincident with the second anniversary of *Report From Rutgers.*

## Shades of Caesar!

MATCHED in hopes of settling a long-standing feud between radio and television staff members of KDKA-AM-TV Pittsburgh, a chariot race during the Allegheny County Fair accomplished nothing, according to Jack Williams, KDKA publicity director. The tv team of Paul Shannon and Wayne Griffin had the fastest horses but radio men Ed Schaughency and Rege Cordic are claiming foul play. A debate has also arisen as to who challenged whom in the first place.

STILL on speaking terms before start of KDKA chariot race, television's Wayne Griffin and radio's Rege Cordic shake hands Roman style.

## RADIO VS. NEWSPAPER

KCOL Fort Collins, Colo., reports on the power of radio in succeeding where a newspaper had failed. The city charter of Fort Collins requires notice of public hearing in a newspaper only. Faced with a possible cancellation of the bus service by a private firm, the city council paid for three legal notices in the local paper advertising a public hearing on the problem. As a result, KCOL reports, only three persons attended the meeting. Then the station as a public service aired announcements appealing for signatures on a petition requesting the council to make provisions for uninterrupted bus service. KCOL's result was 1,000 signatures in four days.

## CJON IN MAGAZINE

SUPPLEMENTAL insert in the current issue of the Newfoundland Board of Trade magazine describes CJON St. John's. The supplement, carried in the issue depicting St. John's, includes information on the station's operation, facilities and personnel. Ten photos are also included.

## MUSIC SERIES ON WKAR-TV

WKAR-TV East Lansing, Mich., Michigan State U. outlet, this fall and winter will air a series of concerts of early and contemporary music for small ensembles. They will be performed by students and faculty members of the school and will present rarely heard works. The programs will usually combine music written several centuries ago with music of recent origin.

## WOOD SENDS VIEWMASTERS

ADVERTISERS and agencies will be kept up to date on developments at WOOD-AM-TV Grand Rapids, Mich., with 500 Viewmasters distributed by the stations. An introductory reel took viewers on a tour of WOODland Center studios and offices. Additional reels are now being prepared and will be mailed from time to time to further acquaint people on the national scene with station personalities, programs and market information.

## NEW CKNW MOBILE UNIT

OVER half a million viewed the new mobile studio of CKNW Vancouver, B. C., when it made its premiere appearance at the Pacific National Exhibition in that city, according to the station. The studio, which was built in four weeks from blueprints to completion, includes five microphones, three turntables, two tape machines and three satellite remotes. There are two telescoping masts which can be set at any desired height for the p.a. system, CKNW reports. Provision also is made for full two-way fm relay circuits. The overall measurements are 28 ft. by 13 ft. and the studio, 13½ ft. long, is completely enclosed with plate glass. It was designed by Jack Gordon, CKNW technical consultant. He was assisted by Leo Haydamack, Doug Court and Claire Purvis of the station's technical department.

## JEWISH SERVICES ON WLIB

HIGH HOLY Day services on Rosh Hashanah which began last Friday, and Yom Kippur, which starts Sept. 25, were scheduled by WLIB New York to be broadcast for the fifth straight year from a prominent New York synagogue for invalids, convalescents, hospital patients and other shut-ins unable to attend the services in person. Broadcasts were to originate from Temple Israel in Manhattan.

### WGTH-AM-TV AIRS GOLF

WGTH-AM-TV Hartford, Conn., believes it scored better than par in broadcasts of the 4th Insurance City Open Golf Tournament held at the Wethersfield Country Club Sept. 1-5. Fresh from coverage of the disastrous New England floods, the station tackled its first detailed remote telecast and radio broadcast by erecting a 50-ft. tower to get the signal to the transmitter. WGTH's coverage of the four-day tournament featured pickups from the first tee and fairway- and the 18th fairway and green. The Show was high-lighted by interviews with the leading finishers, including the tournament winner Sam Snead.

### FAST PROGRAMMING

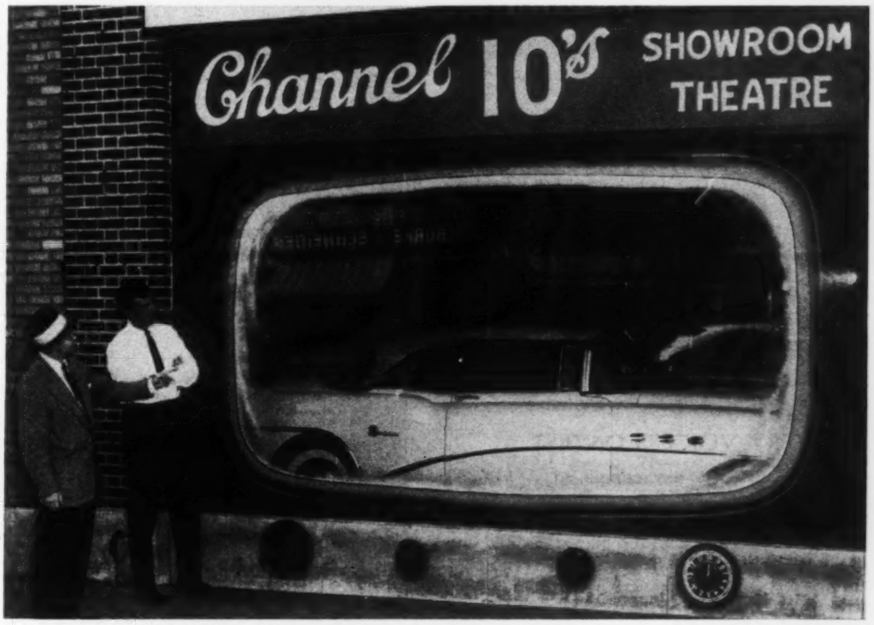
KTRK-TV Houston, Tex., believes it pulled off a bit of fast programming early this month with the telecasting of the little world series of the Southwest—the annual championship game in the Texas League—on Sept. 8, less than twelve hours after it was decided which two teams would play.

### WNCT (TV) BILLBOARDS

WNCT (TV) Greenville, N. C., has signed a contract with General Outdoor Adv. for a series of billboards promoting leading network programs, to be placed throughout eastern North Carolina.

### NEW STATION IN SHREVEPORT

KTBS-TV Shreveport, La., went on the air with its first programming Sept. 3 and reports good reception from 120 miles. The new station operates on ch. 3 with 100 kw from a 1,151-ft. tower. To herald its start, *Shreveport* magazine carried a full-page article, featuring the personnel of the station, its plans and operation.



**P. L. SINTON MOTOR Co., Lincoln, Neb., is using a "210-inch screen" in the sale of new Buicks. Tommy Young (l), sales and promotion manager of KOLN-TV Lincoln, looks over the "screen" with Pep Sinton, company owner and star of *Sinton's Showroom Theatre,* aired every Wednesday on KOLN-TV.**

### MOTOROLA MERCHANDISING

AN EXTENSIVE fall home merchandising campaign, with emphasis on table radio promotion and its 1956 tv line, has been launched by Motorola Inc., Chicago. The firm is offering a wrought iron lamp and radio shelf (valued at $7) free to purchasers of home radios. The drive is timed to the back-to-school movement, emphasizing greater home study and entertainment and is designed to "help break home radio sales."

## WTTV (TV) Sells Cars

WTTV (TV) Bloomington, Ind., has helped increase the sales of the C. T. Foxworthy Ford agency through its Wednesday night telecasts of Indianapolis jalopy races, sponsored by Foxworthy. And according to Harry Redkey, track manager, the telecasts have also increased weekly attendance.

The automobile company decided to sponsor the races on a four week trial basis, featuring both new and used cars, and giving free tickets to the first 50 persons each week asking for a demonstration ride in a new Ford. The morning after the first show, all three used cars advertised were sold and by evening the 50 tickets had been given away. The contract was renewed after the trial period for remainder of the season.

Commercials, prepared by Bull Advertising Agency, Indianapolis, are given live from the track. All prices quoted end in a four, tying in with the station's ch. 4. Approximately 20 short film promotional spots are used a month for the show.

Stated Mr. Foxworthy, "We have made many new friends who have been into our showroom for the first time."

### 'DISTRESS AREA'

WHUM-TV Reading, Pa., introduced a new type public-service show to the residents of central Pennsylvania Sept. 6 when it launched its new *Distress Area* program. Aired five days a week, the show attempts to tell a "let's lay all the cards on the table" story about central Pennsylvania's unemployment situation. By bringing to the tv screen the opinions of the people on the problems and conditions of that area, the station hopes the show will catch the eye of journalists, industrialists, and legislators in that vicinity.

### STANDARD OIL USES RADIO-TV

STANDARD OIL Co. of Indiana, along with other media, will use its present weather and news programs and spots on 41 radio and 30 tv stations in the midwest during September to promote its "guaranteed radiator protection plan" for motorists. Under the plan customers receive permanent anti-freeze protection against radiator freezeups. Agency is D'Arcy Adv. Co., Chicago.

### ANTARCTIC CREW ON WMAR-TV

CREW MEMBERS of a Navy cargo ship which will accompany Adm. Richard Byrd to the Antarctic this winter visited WMAR-TV Baltimore last week for a tv report on the expedition. Officers and the crew of the ship, the *Wyandotte,* now being outfitted in Baltimore, appeared on a special program and told of the problems they will face on the exploration. Demonstrations of special clothing, testing equipment and weather instruments were given by some of the veteran sailors who had made other Arctic and Antarctic trips. Official Navy films of previous expeditions were shown, as well as films taken by WMAR-TV of the outfitting of the *Wyandotte,* during the special tv showing of preparations for the Arctic trip.

WMAL-TV

*channel 7 in Washington, D. C., is*

now

SUPERPOWER

*Greater Coverage of the multi-billion dollar Washington market*

*Greater ABC-TV Programs backed by unparalleled audience promotion*

NO INCREASE IN RATES

*Ask the Katz Agency*

## KFWB DISC M.C. CONTEST

KFWB Hollywood, Thrifty drug stores and Allen's Formula 25 (Thrifty vitamin product) have joined together to stage a seven-week "Vote for Your Favorite KFWB Disc Jockey" contest. The listener with the winning entry and the winning disc m.c. and their wives will get two-week, expense-paid trips to Europe. Seven weekly winners will receive expense-paid weekends in San Francisco. In addition, the grand prize winner will receive a $1,000 bonus if he encloses an Allen's Formula 25 label with his entry. The contest will be capped by an all-day picnic, including a two-hour broadcast on which the winners will be heard. Extensive promotion, including radio, in-store material, display ads on Thrifty trucks and in newspapers, is being used to back up the contest.

## 'MYSTERY VOICE' CONTEST

KLAC Hollywood has completed a $15,000 "Mystery Voice" contest, conducted over a six-week period. Listeners were asked to identify the voices of 25 celebrities played around the clock by the station's "Big Five" group of disc jockeys and send in a list of the names with a letter stating, "I have this to say about KLAC's Big Five . . ." First prize was a 1955 Buick and over 100,000 entries were received, KLAC reports.

## PROTESTANT TV SERIES

PROTESTANT churches are launching two new series of television programs this fall and winter and are developing a master plan for a Christian education series for children to begin in 1957. *The Way,* a half-hour dramatic series on the Christian gospel of love, is scheduled to begin Jan. 1, while *Man to Man,* a 15-minute series, will make its first appearance Oct. 1. The Christian education series, now in planning, will be beamed at children 7 to 12 and will feature an actual teaching situation with spontaneous interaction between children and teachers. The shows will be started in different sections of the country and will rotate every 13 weeks.

## JACK CARSON SHOW

A NEW five-a-week series featuring veteran comedian Jack Carson will start on CBS Radio Oct. 3, 9:05-9:30 p.m. in a music and comedy series. The new series will be produced and directed by Bill Brennan and will be offered to sponsors on a segmentation basis.

## 'CBC FIRST FOLIO'

NINETY-FIVE minute television programs for Sunday evenings are being telecast this fall on all Canadian English-language tv stations. The programs, mostly originating at CBLT (TV) Toronto or CBMT (TV) Montreal, are entitled *CBC First Folio* and will include live productions of Shakespeare's "MacBeth," Puccini's "La Boheme," Mozart's "Marriage of Figaro" and Gilbert and Sullivan musical comedies, as well as plays and comedies by Canadian writers.

## KIMA-TV Hosts Barbers

AN ADDED conversation topic for barbers was provided by KIMA-TV Yakima, Wash., when that station played host to 30 Yakima Valley tonsorial artists. Invitations were sent through the local secretary of the barber's union to be guests of KIMA-TV on the barber's regular Monday day off, and the group was taken by chartered bus to the station's transmitter site. KIMA-TV personnel described for the barbers details of engineering, programming, continuity, production and sales, and a special telecast gave the visitors a chance to explain their barbering techniques. The secretary of the local barber's union reported that the barbers went away pleased and satisfied and that they would be real boosters for the tv industry in the central Washington area.

## CKCK'S SALES STORY

CKCK Regina, Sask., is mailing to advertising agency executives small plastic measuring instruments as rulers, set squares and T-squares on a card which states that "by any measure CKCK is the best advertising buy in Saskatchewan." The card presents factual data based on Bureau of Broadcast Measurement statistics about the station.

## KMA MARKS 30 YEARS

SPECIAL supplemental section in the *Shenandoah* (Iowa) *Evening Sentinel* was carried in conjunction with the 30th anniversary of KMA there. KMA, "the heartbeat of the corn country," took the airwaves Aug. 12, 1925, founded by the late Earl May. His son, Edward, presently heads the station. Special articles on KMA's personnel and history are included.

## CKWX VIA SHORTWAVE

TO REACH isolated communities on the Pacific Coast and in the interior of British Columbia, CKWX Vancouver is having a shortwave station, CKFX, carry all of its programs. CKWX is the only Pacific Coast station with this service for a large section of the British Columbia population which would otherwise be cut off because of geographic obstacles.

## OUTDOORS SHOW ON WJAR-TV

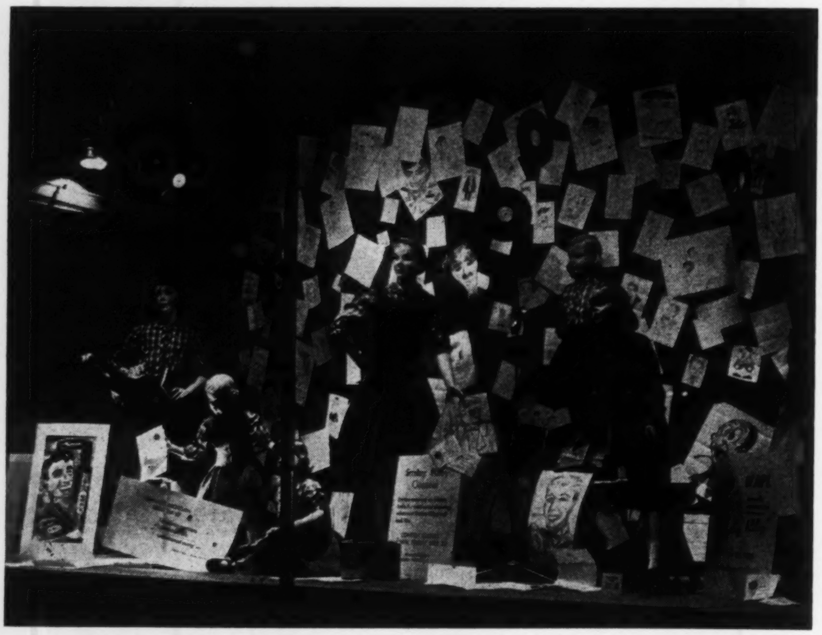
NEW weekly educational-type program, *Tv Explorer's Club,* started on WJAR-TV Providence, R I., Sept. 15 in cooperation with the Audubon Society of Rhode Island. The show's purpose is to introduce the general public to the Rhode Island out-of-doors. Programs feature natural history of the state, interviews with specialists in various phases of outdoor life, contests and outdoor hobbies. The first month is being devoted to Narragansett Bay, where films have been taken showing the work done by the Narragansett Marine Lab.

## 43 HOURS OF FAIR PROGRAMS

WIRE Indianapolis carried over 43 hours of programming in connection with the 1955 Indiana State Fair Aug. 31-Sept. 9. The station broadcast remote shows daily except Saturday and Sunday from the Radio Center at the fairgrounds.

## Disc Jockey With a Thousand Faces

"WHAT SHOULD 'Smiley Riley' look like?" This is the question WAPL Appleton, Wis., asked listeners about a new disc jockey joining the staff. Just under 1,000 sketches were received, many of them so artistic the station got the idea of putting the drawings on display in a downtown store window.



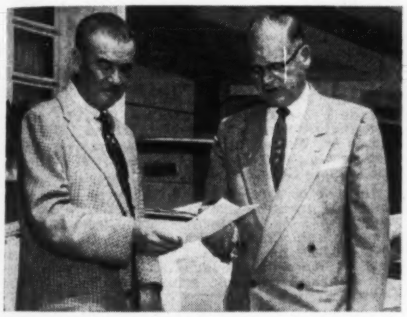
The H. C. Prange Co., department store, thought it would be just the thing for promoting teenage clothing and donated a window, tying the display in with the clothing angle. WAPL broadcast the event calling attention to the window display, together with short commercials describing the merchandise.

The Smiley Riley display was so successful Prange's has asked for the right to use the contest winners in a second decoration with an actual picture of the disc jockey as the feature. The store's manager also asked WAPL to start working out an idea for a long term radio advertising contract, an account the station had not handled before.

# ON THE DOTTED LINE . . .

W. G. CHAPMAN, president of Union Trust & Deposit Co., signs a contract calling for sponsorship of 13 telecasts of *Big Red Preview* on WTAP (TV) Parkersburg, W. Va. The program will feature films and commentary on the Parkersburg High School football team. Sitting next to Mr. Chapman is WTAP manager Milton Komito. Standing (l to r) are Jim Scott, coach of the Parkersburg football team; sportswriter Dave Fleming, and WTAP account executive Russell Howard.

CONTRACT for a 26-week feature film series on WTVO (TV) Rockford, Ill., is negotiated by Hal Froelich (r), general manager of station, and Monroe Singer of National Appliance & Television. Mr. Singer bought *Hygo Showmanship Package*. The new series will replace firm's *Stories of the Century*.



C. STANDLEE MARTIN (l), manager of an Oldsmobile agency bearing his name, completes arrangements with F. A. Fetsch, general manager of KFOX Long Beach, Calif., for complete promotional package based on Notre Dame football broadcasts. In addition to 10 direct broadcasts of games, package includes 20 promotional spots per week on KFOX, four billboard locations, promotional trailers in 11 theatres, weekly ads in the metropolitan newspapers and direct mail bulletins to all service clubs located in the Southern California area.

CELEBRATING Pio Wine's five-day-a-week, 26-week purchase of *Judy Lee & the Weather* (11:15-11:20 p.m.) on WPTZ (TV) Philadelphia are (l to r) Alexander W. Dannenbaum Jr., WPTZ commercial manager; Elmo Pio of Pio Wines, and Ernest William Greenfield, president of the agency bearing his name. WPTZ says its 11-11:30 p.m. weekday strip is SRO.

HERBERT C. MILLER, vice president in charge of sales and advertising for Mrs. Smith's Pie Co., signs for alternate sponsorship of *Badge 714* on WCAU-TV Philadelphia. Watching are Frank Corkery (l), vice president of Richard A. Foley Advertising Agency, which handles the Mrs. Smith's pie account, and Robert M. McGredy, WCAU-TV sales manager.

NEWLY-MERGED D-X-Sunray Oil Co. ➤ purchases the entire football (1955) and basketball (1955-56) schedules of the U. of Tulsa for broadcast on KOME there. L to r: seated, Bobby Dobbs, Tulsa U. head football coach; Luther Williams, Sunray public relations director; C. F. Niessen, D-X advertising manager, and Clarence Iba, Tulsa U. head basketball coach; standing, Tony George, KOME sports director, who will handle the play-by-play, and E. William George, KOME general manager.

# Station Authorizations, Applications

## (As Compiled by B • T)

### September 8 through September 14

***Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.***

**Abbreviations:**

**Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf— ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization.**

### FCC Commercial Station Authorizations
### As of Aug. 31, 1955 *

| | Am | Fm | Tv |
|---|---|---|---|
| Licensed (all on air) | 2,747 | 525 | 144 |
| Cps on air | 11 | 15 | 325 |
| Cps not on air | 115 | 16 | 111 |
| Total on air | 2.758 | 540 | 469 |
| Total authorized | 2,873 | 556 | 580 |
| Applications in hearing | 149 | 3 | 165 |
| New station requests | 215 | 6 | 24 |
| New station bids in hearing | 91 | 0 | 110 |
| Facilities change requests | 138 | 6 | 35 |
| Total applications pending | 766 | 138 | 242 |
| Licenses deleted in Aug. | 1 | 1 | 0 |
| Cps deleted in Aug. | 3 | 0 | 4 |

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*** Does not include noncommercial educational fm and tv stations.**

**† Authorized to operate commercially, but station may not yet be on air.**

### Am and Fm Summary Through Sept. 7

| | On Air | Licensed | Cps | Appls. Pending | In Hearing |
|---|---|---|---|---|---|
| Am | 2,755 | 2,738 | 153 | 217 | 94 |
| Fm | 538 | 526 | 33 | 8 | 0 |

### Tv Summary Through Sept. 14
### Television Station Grants and Applications Since April 14, 1952

***Grants since July 11, 1952:***

| | Vhf | Uhf | Total |
|---|---|---|---|
| Commercial | 291 | 312 | 603[1] |
| Noncom. Educational | 17 | 18 | 35[2] |

***Total Operating Stations in U. S.:***

| | Vhf | Uhf | Total |
|---|---|---|---|
| Commercial on air | 324 | 103 | 427 |
| Noncom. Educ. on air | 11 | 3 | 14 |

***Applications filed since April 14, 1952:***

| | New | Amend. | Vhf | Uhf | Total |
|---|---|---|---|---|---|
| Commercial | 949 | 337 | 750 | 535 | 1,286[3] |
| Noncom. Educ. | 60 | | 32 | 28 | 60[4] |
| Total | 1,009 | 337 | 782 | 563 | 1,346[5] |

**[1] 154 Cps (30 vhf, 124 uhf) have been deleted.**
**[2] One educational uhf has been deleted.**
**[3] One applicant did not specify channel.**
**[4] Includes 35 already granted.**
**[5] Includes 645 already granted.**

# FCC ANNOUNCEMENTS

## New Tv Stations . . .

### APPLICATIONS

**Redding Calif.—Sacramento Bcstrs. Inc.**, vhf ch. 7 (174-180 mc); ERP 27.2 kw visual; 17 kw aural; antenna height above average terrain 271 ft.; above ground 337¼ ft. Estimated construction cost $156,500, first year operating cost $240,000, first year revenue $250,000. Post office address P. O. Box 94, Sacramento 15. Studio and trans. location Highway 44 & 9D St., Redding. Geographic coordinates 40°, 33′, 28″ N. Lat., 122°, 18′, 27″ W. Long. Trans. and antenna RCA. Legal counsel Fly, Shuebruk, Blume & Gaguine, Washington. Consulting enginer Harry R. Lubcke, Hollywood. Applicant owns **KXOA Sacramento.** Pres. Lincoln Dellar is sole owner of applicant; Sylvia Dellar is vice president., and Robert B. Gaylord sec. Mr. & Mrs. Dellar own 50% of **KJR Scattle.** Filed Sept. 7.

**Lead, S. D.**—Black Hills Bcstg. Co., vhf ch. 5 (76-82 mc); ERP 11.9 kw visual, 5.9 kw aural; ant. height above average terrain 1,582 ft. above ground 233 ft. Estimated construction cost $95,718.67, first year operating cost $20,000, first year revenue none. Post office address: P. O. Box 1752, Rapid City. Studio location 1819 West St., Rapid City. Trans. location Terry Peak, Lead. Geographic coordinates 44°, 19′, 35″ N. Lat., 103°, 49′, 42″ W. Long. Trans. and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd. Consulting engineer Everett Dillard. Applicant is licensee of **KOTA-AM-TV Rapid City.** Station applied for will be satellite. Filed Sept. 9.

## Existing Tv Stations . . .

### ACTIONS BY FCC

**STATION DELETED**

**KACY (TV) Festus, Mo.**—FCC deleted ch. 14 station for lack of prosecution by letter of 9/7/55.

Commission en banc, by Comrs. McConnaughey (chairman), Hyde, Bartley, Doerfer and Lee, took the following actions on Sept. 7:

**KWDI-TV Tucson, Ariz.**—Granted md. of cp (ch. 9) to change transmitter location to Bigelow Mountain, 20 miles northeast of city, change studio location, and increase antenna height from 190 ft. to 3660 ft., with no change in ERP.

**WNDU-TV Notre Dame, Ind.**—Waived Sec. 3.613 of rules and granted mod. of cp (ch 46) to change location of station to South Bend with main studio at Notre Dame; subject to no adverse interference to am station **WSBT South Bend.**

**KZTV (TV) Reno, Nev.**—Granted mod. of cp (ch. 8) to change transmitter location to Slide Mountain, 15 miles south-southwest of city, increase ERP from 2.7 kw visual, 1.32 kw aural, to 10.7 dbk (11.7 kw) visual, 7.7 dbk (5.89 kw) aural, and antenna height from 520 ft. to 2920 ft.

### PETITION

**Eldo Morrison, Cle Elum, Wash.**—Petition to amend Sec. 3.606 by adding ch. 71 to Cle Elum. Announced Sept. 9.

### APPLICATIONS

**WTVH (TV) Peoria, Ill.**—Seeks mod. of cp to change ERP to 171 kw visual, 92.3 kw aural, install directional antenna system and specify change in trans. location (coordinates only). Antenna height above average terrain 1,010 ft.

**KQTV (TV) Fort Dodge, Iowa**—Seeks mod. of cp to change ERP to 330.1 kw visual, 174.4 kw aural; install directional antenna system, and specify antenna height 628 ft. above average terrain.

**KSTP-TV St. Paul, Minn.**—Seeks mod. of license to change station location to St. Paul-Minneapolis.

**KPIC (TV) Roseburg, Ore.**—Seeks mod. of cp to change studio location to 3.1 miles NE City Center; change ERP to 5.42 kw visual, 2.76 kw aural. Antenna height above average terrain 999.5 ft.

**WCHS-TV Charleston, W. Va.**—Seeks mod. of cp to change ERP to 158 kw visual, 94 kw aural; change trans. location to approximately 3.5 mi. WNW of St. Albans, W. Va. Antenna height above average terrain 1,236 ft. Filed Sept. 6.

## New Am Stations . . .

### ACTIONS BY FCC

**Bakersfield, Calif.—Morris Mindel** granted 1490 kc, 250 w unl. Post office address Booth 11, 2736 Divisadero Ave., Fresno. Estimated construction cost $14,965, first year operating cost $36,000, revenue $45,000. Mr. Mindel is 50% owner **KGST Fresno.** Granted Sept. 8.

**Marietta, Ga.—Marietta Bcstg Co.** granted 1050 kc, 500 w D. Post office address 112½ Atlanta St. Estimated construction cost $19,440, first year operating cost $36,000, revenue $45,000. Principals include Pres. **Dudley D. McCaskill** (25%), former announcer-salesman **WFOM Marietta;** Vice Pres. **James M. Wilder** (50%), former engineer **WBML Macon, Ga.,** and Sec.-Treas. **Elizabeth F. McCaskill** (25%). Granted Sept. 8.

**Hermiston, Ore.—Carl F. Knierim and Sarah Knierim,** granted 1400 kc, 250 w unl. Post office address 420 W. Ridgeway, Hermiston. Estimated construction cost $11,500, first year operating cost $25,840, revenue $36,000. Principals include **Carl F. Knierim,** government employe, and his wife **Sarah Knierim,** school teacher. Granted Sept. 8.

### APPLICATIONS

**Willimantic, Conn.—Robert A. Mensel,** 1430 kc, 500 w day. Post office address 5201 Junction Blvd., Elmhurst, L. I., N. Y. Estimated construction cost $8,801.38, first year operating cost $36,000, first year revenue $39,500. Mr. Mensel is one-third owner of **WNNJ Newton, N. J. Filed** Sept. 9.

**Huntington, Ind.**—Huntington Valley Bcstrs., 1300 kc, 500 w day. Post office address 2800 Lake Dr., Evansville, Ind. Estimated construction cost $25,760.88, first year operating cost $45,000, first year revenue $60,000. Principals include equal partners T. M. Nelson and David S. Gifford who own **WILO Frankfort, Ind.,** and **WOHP Bellefontaine, Ohio.** Mr. Nelson also is gen. mgr. of **WFIE (TV) Evansville.** Filed Sept. 6.

**Albemarle, N. C.—Stanly County Bcstg. Co.,** 1580 kc. 1 kw day. Post office address J. T. Presson, 118 Harwood St., Albemarle. Estimated construction cost $16,895, first year operating cost $29,000 and first year revenue $38,000. Principals in partnership are **J. T. Presson** (42½%), Ralston Purina salesman and formerly with **WCRS Greenwood, S. C.; H. E. Payne** (42½%), farm supply retailer, and Mrs. **Lottie P. Kellum** (15%), Mr. Presson's mother-in-law. Filed Sept. 9.

## Existing Am Stations . . .

### ACTIONS BY FCC

**KRAI Craig, Colo.**—Granted change from 1230 kc, 250 w unl. to 550 kc, 1 kw-LS, 500 w N, DA-N. Granted Sept. 8.

**WGBA Columbus, Ga.**—Granted change on 1270 kc from 1 kw to 5 kw D. Granted Sept. 8.

**WTIX New Orleans**—Granted renewal of license on regular basis. Comr. Doerfer dissented. Action Sept. 7; announced Sept. 8.

**KXIT Dalhart, Tex.**—Application for special service authorization to broadcast high school

*(Continued on page 224)*

**OUTSTANDING MID-WEST REGIONAL**

**$175,000**

This is one of the most consistently profitable operations we have appraised. This full time regional has more than a million listeners and is the dominant facility in one of the richest areas in the mid-west. Technical position, facilities and operation are far above the average. Good financing available.

**Appraisals • Negotiations • Financing**

BLACKBURN - HAMILTON COMPANY

*RADIO-TV-NEWSPAPER BROKERS*

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| Washington Bldg.<br>Sterling 3-4341-2 | Tribune Tower<br>Delaware 7-2755-6 | 111 Sutter St.<br>Exbrook 2-5671-2 |

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shington, D. C. ADams 4-2414
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1001 Conn. Ave. 4212 S. Buckner Blvd.
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**KEAR & KENNEDY**
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WASHINGTON 6, D. C.
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CONSULTING RADIO ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
JUSTIN 6108
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**GUY C. HUTCHESON**
P. O. Box 32 AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

**ROBERT M. SILLIMAN**
John A. Moffet—Associate
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Republic 7-6646
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DESIRE TO JOIN
THESE ENGINEERS
*in Professional Directory*
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BROADCASTING ● TELECASTING
1735 DeSales St., N. W., Wash. 6, D. C.

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# SERVICE DIRECTORY

**COMMERCIAL RADIO MONITORING COMPANY**
OBILE FREQUENCY MEASUREMENT
SERVICE FOR FM & TV
*gineer on duty all night every night*
JACKSON 5302
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Practical Broadcast, TV, Electronics engineering home study and residence courses. Write For Free Catalog, specify course.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

*TO ADVERTISE IN THE*
**SERVICE DIRECTORY**
*Contact*
BROADCASTING • TELECASTING
1735 DESALES ST., N.W., WASH. 6, D. C.

# CLASSIFIED ADVERTISEMENTS

*Payable in advance. Checks and money orders only.*

**Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**

**Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.***

All other classifications 30¢ per word—***$4.00 minimum*** • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

**APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.**

## RADIO

### Help Wanted

*Managerial*

**General manager** for negro programmed metropolitan station. Must have previous experience and be good salesman. Fine opportunity. Box 610C, B•T.

*Salesman*

**Local account** salesman with announcing experience. Salary plus commission. Good market. ABC station. Box 691C, B•T.

**Salesman-program** director for 1 kw daytime station in Tennessee. Good salary and commission for qualified man. Box 736C, B•T.

**Salesman** to sell time, service accounts, write own copy. To handle good country market southeastern radio station's key accounts from hamburger stand to department store. Tell us about your training, work experience, age, marital status, and references. Salary $75 weekly plus commission will earn you $7,500 up if you have know-how. Box 794C, B•T.

**Medium market**, western Pa., experienced salesman to replace man leaving for health reasons. $100 weekly draw, liberal commission. Resume, photo to Box 796C B•T.

**Prominent** 1 kw station in Pacific Northwest needs strong salesman who can sell in competitive market. Leading station with network affilation. The more rounded radio experienced the better. Immediate need is aggressive salesmanship but future holds prospects for advance. Reply fully with photo in care of Box 803C, B•T.

**Leading rated** resultful independent station large midwestern market will hire two salesmen with proven potential to make $10,000 per year. Write Box 817C, B•T. Enclose snapshot, education and sales record. Fringe benefits, but no fringe operators wanted.

**Washington, D. C. area:** Salesman with small station experience to sell local accounts. Guarantee, car allowance. Good opportunity. Box 830C, B•T.

**Experienced** radio salesman to pick up on list of stable accounts well over draw. You'll be selling the outstanding station in Northwest Florida . . . in a city where business is booming. Send references and photo to WCOA, Pensacola, Florida.

**Expanding Florida** east coast operation needs six men who know how to sell. Draw against 15% commission. Golden opportunity for young men who meet our requirements. Send all information . . . first letter. Write, don't phone, Vern King, Box 908, Melbourne, Florida.

## RADIO

### Help Wanted—(Cont'd)

*Announcers*

**Wanted:** Good announcer, strong on commercials and news by good 1kw South Carolina station. Permanent job. Salary $75 weekly to start for 45 hours. Send photo, references, resume and tape which will be returned. Box 644C, B•T.

**Wanted: Fresh**, friendly, female voice for metropolitan station. Must be versatile, experienced, good looking. Unparalleled opportunity for girl who can qualify. State qualifications, experience. Send tape and photo. Box 709C, B•T.

**Wanted: Announcer** for small market network station. Pay above average for above average announcer. Want man who can do morning show with cheerful, breezy style. No hillbilly. Send tape and letter telling entire background. References will be checked. Box 748C, B•T.

**Good announcer-salesman.** Permanent position southwest, good wages. Airmail full details, tape. Box 787C, B•T.

**Minnesota regional** needs announcer with first class license. Good salary. Box 788C, B•T.

**Negro announcer** and engineer—must hold first class ticket. Must be first rate announcer with strong selling ability, no accent. Wanted for major Negro station in major market. Top flight opportunity. Write immediately. Follow with picture and tape. Box 831C B•T.

**Sky's the limit** for right man with 1000-watt indie. in one of Florida's fastest growing metropolitan markets! Must be experienced gospel and race DJ who can service own accounts. Send tape—resume to Box 832C, B•T.

**Announcer-operator** — Immediate opening, announcer-control board operator, evening shift. Good opportunity for young man with training. Contact Radio Station KCOW, Alliance, Nebraska.

**Topeka's** voice of music, KJAY want top announcer-DJ with 1st class ticket immediately. Must be good on news and commercials. Rush letter, photo and tape to Bob Rohrs, KJAY, Topeka, Kansas.

**Experienced combination** staff and newsman wanted, leading to news editor. Immediate opening. Send tape and details to John W. Powell, KWBW, Hutchinson, Kansas.

**Announcer-salesman** for new kilowatt daytimer at 950kc. Baritone or bass voice preferred. Please send tape, background, photo and salary requirements to Dwight L. Brown, WBVL, Barbourville, Ky.

## RADIO

### Help Wanted—(Cont'd)

**Announcer-engineer, 1st** class ticket. Emphasis on announcing. Baritone or bass voice preferred for new kilowatt, daytime station at 950kc. Please send tape, background, photo and salary requirements to Dwight L. Brown, WBVL, Barbourville, Ky.

**Immediate opening:** announcer-1st class engineer. Capable of chief engineer duties for remote control station in new studio and transmitter locations. Send all information first mailing to Charles C. Smith, WDEC, Americus, Georgia.

**WFBF in Fernandina Beach,** Florida on the air about September 25, will pay good for permanent announcer and 1st class engineer, emphasis on announcing. Contact Marshall Rowland, Phone 4103, or Box 502.

**Staff announcer** immediately—Eastern Pennsylvania daytimer. Must be experienced all phases announcing and have car. No floaters. Pleasant working conditions with pleasant staff, 40 hours, 6 days. Paid vacation and overtime. Apply at persons or by phoning to Manager, WLSH, Lansford.

**WPIK, Alexandria,** Virginia, metropolitan Washington, D. C. area independent wants good announcer. Must be experienced, capable, dependable. Looking for man with ability to sell on air. Send tape and resume, first letter, WPIK Alexandria, Virginia.

**Announcer** with selling personality—handle news-music. Salary commensurate with ability. Jim Whatley, WRFS, Alexander City, Alabama.

**New station:** Applications being accepted for announcing positions in small station in Montana. Announcing, copywriting experience preferred. Write Box 31, Sidney, Montana.

*Technical*

**Need good** combination engineer-announcer. Must have first class ticket and do a fairly good job of announcing. Maintenance required. Send tape, photo and resume which will be returned. S. C. daytimer. Box 645C, B•T.

**Engineer-announcer.** 1st phone—good voice. Kilowatt daytimer—mid-south. All new equipment—excellent working conditions. Immediate. Write-wire. Box 733C, B•T.

**Chief engineer** wanted: Immediate opening for right man. 250 watt Mutual outlet in town of 22,000. Heart of S. W. Washington. $2.40 per hour. Board shift 4 days. Paid vacations and holidays. Beautiful town. Fisherman's paradise. Send resume and tape. Box 790C, B•T.

**Negro engineer**-announcer to assume chief engineer's duties but with emphasis on announcing. Large southern metropolitan market. Salary $125 weekly. Forty hours. Box 813C, B•T.

**Experienced first** phone man who can announce needed by west Texas kilowatt daytimer for chief engineer. Engineering ability primary requisite. Send full details to Mike Barrett, KTFY, Brownfield, Texas.

**Wanted immediately:** Chief engineer with some announcing experience. Send resume and tape. KTTN, Trenton, Missouri.

**Needed:** Qualified chief engineer, who can do some announcing. $85 for 45 hours week to start. Immediate opening. Apply Manager, WJNC, Jacksonville, N. C.

*Programming-Production, Others*

**Minnesota** regional station needs new director. Good salary. Must be good announcer and able to type, Box 789C, B•T.

**Leading station** in prosperous midwestern city of 125,000 wants trained newsman for beat, rewrite and on-air work. Send tape, photo and resume to Box 814C, B•T.

**Promotion - publicity** - merchandising man or woman, experienced. Outstanding independent station. Box 816C, B•T.

**News editor** wanted by 50,000 watt CBS radio station. Must be experienced reporter, writer and broadcaster, prefer newspaper background. Send photo, audition, tape and full details of background in first letter to KWKH, Shreveport, Louisiana.

### Situations Wanted

*Managerial*

**Manager or** assistant. Interesting sales average. Impressive record programming, news. References, details. Box 682C, B•T.

**General manager** of medium market station needing solid managership. Have put 3 stations on paying basis. A one-man staff . . . sports, announcing, traffic, copy, posting, billing. Prefer intermountain or west. 23 years experience. Box 793C, B•T.

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**LOOKING FOR AN OPPORTUNITY?**

EXECUTIVE & STAFF LEVELS
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE

It's simple prudence to utilize a skilled personnel specialist when seeking a new position.

This is a specialized professional service that taps wide resources, headed by a man of long experience in TV-Radio . . . Howard S. Frazier.

**WE ARE ALWAYS SEEKING WELL QUALIFIED PLACEMENT CLIENTS OF GOOD CHARACTER FOR ALL EXECUTIVE & STAFF POSITIONS WITH TV AND RADIO STATIONS.**

**BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.**

**708 Bond Bldg.**
**Washington 5, D. C.**

# RADIO

## Situations Wanted—(Cont'd)

**Manager - consultant** — many years experience. Available to improve your sales, programming, management. Stabilize overhead, operational expenses. Get your station in order. Sixty, ninety days—longer if desired. Most reasonable. Box 807C, B•T.

**Opportunity** to obtain A-1 manager, 19 years experience. Successful record. Can guide your station to profitable income through strong sales and low cost operation. Comes highly recommended. Box 810C, B•T.

**Station losing money?** Let this two-man team—general manager-commercial manager, both strong sales and programming make it a success in return part interest and profit. 22 years experience. Some capital. Proven record, best references. Box 826C, B•T.

### *Salesman*

**Announcer six years experience** now looking for larger market in north. Disc jockey, play-by-play sports, special events and staff. Can furnish references, tape and details on request. Box 726C, B•T.

**Salesman** or announcer salesman, ten years sales experience, strong staff announcer, presently employed. College, married, family car. Prefer south, southwest, permanent connection. Box 821C, B•T.

### *Announcers*

**Announcer** with extensive metropolitan experience wishes to relocate. Heavy on DJ, commercials, staff, news. Married, stable, college. Looking for future. Box 619C, B•T.

**Announcer**: Veteran, married, third ticket, college graduate. Highest radio award. Trained all phases radio and television. Consider any location. Box 661C, B•T.

**Air Force officer**, available October 28th, married, 24, degree, experienced sportscaster looking for good radio or tv start with sportsminded station. Basketball, baseball, football play-by-play. Sales-sports arrangement welcomed. Box 734C, B•T.

**Country DJ-musician.** Well experienced. Employed staff. Third. Tv. Want change. Box 752C, B•T.

**Announcer**, program director, newscaster. 12 years radio. Restricted ticket. Family man; high caliber, conscientious worker. Box 757C, B•T.

**Versatile announcer**—17 months experience. Presently program director—continuity writer. Draft exempt. Want east coast. Box 761C, B•T.

**Tyro wants** job in west. Box 766C, B•T.

**6 years experience** news and sports. Solid background includes some newspaper work. Presently employed, same station all six years. Seeking opportunity large eastern market. Box 769C, B•T.

**Something new**—a different disc show for women listeners. Pre-tested for sales appeal. For metropolitan stations only. Box 800C, B•T.

**Radio school** graduate, 22, male, seeks announcing position, full or part-time. Tape, photo, resume, Box 808C, B•T.

**Announcer-salesman,** eight years of past looking for a future. Radio and tv. Box 818C, B•T.

**Experienced staff** announcer looking for steady job medium sized town. Box 824C, B•T.

**Top morning man.** In area covered by eleven stations, my program rates highest. Family man. Reliable. Six years experience, all-around announcing. Programming. Will consider any substantial offer. Permanent. Box 827C, B•T.

**Announcer-MC** with seven years television background top stations relocate permanently with radio-tv progressive organization major market. Minimum $200. Disc, resume, photo, top references. Box 833C, B•T.

**All around staff**, seeking play-by-play, 2 years radio, some tv. Box 834C, B•T.

**Colored deejay**, light experience. Emphasis music, mambo, commercial, control board operation. Box 835C, B•T.

**Announcer-salesman** . . . 1st phone, married, educated. veteran . . . strong commercials, news. Box 836C, B•T.

**Announcer-DJ**. Vet, 23, single, experienced. Radio School grad. Permanent position. Salary secondary to position. Immediate availability, will travel, tape resume photo. Box 837C, B•T.

**Strong news**, friendly comm.-sports interest—will sell deep voice—desire small station in north—midwest—tape resume. Box 838C, B•T.

# RADIO

## Situations Wanted—(Cont'd)

**Announcer** — experienced — school grad. — single vet, age 27, to relocate, available — opportunity above salary. Tape, resume. Box 839C, B•T.

**Announcer**, thoroughly trained, extremely ambitions, single, veteran. Recent graduate School of Radio Technique. Locate within 200 miles radius N. Y. C. Joe Martinez, Jr., Twining 6273, Box 840C, B•T.

**Announcer**, DJ, recent graduate, good potential, willing to work hard, learn. Tape, resume on request. Box 841C, B•T.

**Experienced,** strong news, commercials, good DJ, 25, vet., college grad. Box 843C, B•T.

**Experienced announcer**—23—single—humorous DJ—news. 8 years show business background. Tape and resume upon request. Box 845C, B•T.

**Staff announcer** now working midwest wishes to relocate permanently in east. Good voice, authoritative news, commercials. Tape on request. Box 846C, B•T.

**Disc jockey,** 8 years experience will produce for you too. Past 4 years with one of the highest ratings in top-ten market. Prefer morning show, will consider others. Family man, $175 base plus talent or percentage. Excellent record and references. Tape, resume and personal interview. Available after fair notice. Box 847C, B•T.

**Announcer,** age thirty, married, family. Six years experience. Gene Brooks, 418 Street, Big Rapids, Michigan.

**Bill Cannady,** newscaster, announcer, 10 years radio, AFTRA news awards, will do tv, married, 26550 Euclid, Cleveland, Ohio.

**Versatile announcer.** Mature, reliable. Copy and news-writer. Music—standards. Tape available. Byron Conklin, 104 West 70th Street, New York, N. Y. TRafalger 3-2000.

**DJ-announcer**—17 months experience. Presently employed. Prefer northeast. Charlie Doll, Station WMIT, Marion, N. C.

**Announcer desires** to return to field. Six years in Cleveland including WGAR, WTAM and WNBK (TV). Excellent references. Contact Guy Ewing, 12951 Lake Avenue, Lakewood, Ohio. Telephone Academy 1-3635.

**Announcer.** Graduate broadcasting school. Tape, information. Lee Hargraves, 5130 S. Dorchester, Chicago, Illinois.

**Staff announcer**—news—commercial—DJ—vet—single—will travel—tape on request. Julius Konrad, Jr., 1307 125th Street, College Point 56, N. Y.

**Announcer**—23—married veteran. Strong music, news commercials. Personable, congenial, eager to work. Restricted ticket. Will travel. Tape, photo and resume. George Mann, 3520 N. Ashland Ave., Chicago. Phone, Belmont 5-7384.

**Experienced**—D. J., newscaster, control board. Prefer northeastern states. Single, veteran, Tape, photo, resume upon request. Vincent Sparagano, 17 Kilmer Street, Bethpage, N. Y.

**Experienced announcer,** hillbilly personality, general staff. Virginia or neighboring state preferred. Dude Webb, 412½ South Missouri Avenue, Lakeland, Florida. Phone Mutual 2-3785.

**Staff—sports** play-by-play. Five years experience—tape or personal interview on request. Contact Mike Wynn, 201 West 77th Street, New York City.

# RADIO

## Situations Wanted—(Cont'd)

### *Technical*

**1st phone** TV workshop training, show biz experience, immediately available. Box 802C, B•T.

**Carolinas**—Georgia—engineer, announcer, 7 years combo experience wants a job with chance for advancement. Box 804C, B•T.

**Engineer,** 1st phone. 2 years am & fm. No announcing. Relocate south, southwest. Box 811C, B•T.

**Former chief** engineer, 9 years radio broadcasting, 1st phone, ham license. Desire transmitter position in midwest college town. Electrical engineering student. Box 820C, B•T.

**Engineer,** experienced, first phone, no announcing, available now. Richard Roeder, 504 Benner Street, Highland Park, New Jersey.

### *Programming-Production, Others*

**Man sized job?** Solid 7 years all phases announcer, DJ. Desire PD or related position. Will accept staff with assured future after ability is proven. Family man now employed. Available reasonable notice. Tape and resume. Box 812C, B•T.

**P.D. with local** programming know-how. Plenty of announcing, copy, traffic and production experience. Looking for position with present and future. Box 823C, B•T.

# TELEVISION

## Help Wanted

### *Salesmen*

**Salesmen or announcer** who would like to enter sales. If you have year or two's experience in radio or television and would like a larger station you may be interested in joining our staff. Expanding uhf station in solid market plus 5000 watt CBS radio affiliate. Permanent position for young man wanting chance to advance. Hospitalization, free life insurance, company paid pension plan. Write Personnel Dept., WSBT-TV, South Bend 26, Indiana.

### *Technical*

**Established Texas** vhf wants engineer with first class ticket. Consider radio engineer seeking tv opportunity. Send resume, late photo. Indicate starting salary. Box 749C, B•T.

### *Programming-Production, Others*

**Wanted**: Girl with school background of tv traffic and production. Good opportunity to work into television with expanding vhf station in southeast. Send references. Photo and educational background to Box 795C, B•T.

**Program director**—midwest network vhf wants creative PD qualified to supervise and produce first-class local live programming—ability to work with people and handle administrative work of program department. Send resume, education and experience, references, photo, salary desired. Box 797C, B•T.

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**DISC JOCKEY**—also **NEWSMEN & CONTINUITY**

**WE'RE EXPANDING!!!**

**ERIE, PA.—WJET**

The Fabulous "JET" in Erie has opportunity for morning man. If you're good let us hear about it. Salary based on experience. Profit sharing and other benefits at Erie's leading station

**YOUNGSTOWN, OHIO**

**BRAND NEW!**

(On the air Oct. 1st)

WHOT

Your chance to get in on the ground floor of a "White Hot" operation in Ohio's 3rd Market.

★ — ★ — ★ — ★

**Also opening soon—WTIV Titusville, Pa.**

**Rush experience, resume and tape . . . Direct to:**

**Myron Jones,** ***President***
**The Jet Broadcasting Co.**
**Erie, Pennsylvania**

## TELEVISION

### Help Wanted—(Cont'd)

*Programming-Production, Others*

**Photographer**—dark room position available with VHF television station in Virginia. Send complete resume, including photo and salary expected. Box 805C, B•T.

**Producer-directors.** Good academic background with tv directing experience. Send photo and resume, including salary requirements. Box 815C, B•T.

**Experienced** tv continuity writer, male or female for VHF station in southwestern market. Box 828C, B•T.

**Experienced traffic** girl. Knowledge of tv traffic required. Position available immediately. Primary NBC affiliate. Contact: Dan Durniak, Operations Manager, WJNO-TV, Channel 5, Palm Beach, Florida. Phone 3-2471, or wire.

### Situations Wanted

*Managerial*

**Sales manager**—experienced in major market tv operation and as national "rep." Thorough knowledge station promotion and merchandising, as well as commercial programming. College graduate with degree in law. Would welcome the challenge of setting up complete sales operation new tv station. Box 809C, B•T.

*Announcers*

**Television-radio** staff announcer. 8 years radio, 2 years television. Fine camera commercials. No floater. Seek new opportunity in larger market. Single, veteran, car. Available immediately. Box 819C, B•T.

## TELEVISION

### Situations Wanted—(Cont'd)

*Technical*

**Chief engineer**—tv vhf preferred. Ten years experience in radio as chief plus 2 years tv maintenance and installation. Recent grad top midwest university. For details write Box 791C, B•T.

**Television transmitter** engineer, 3 years experience high power vhf, desires position in Florida. Box 801C, B•T.

*Programming-Production, Others*

**Young man** with background in independent production, cutting, editing, etc., also announcing ability, desires work on tv. Box 746C, B•T.

## FOR SALE

*Stations*

**Free list** of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

**Have many** profitable southeast radio and tv stations for qualifying buyers. J. T. Snowden, Box 129, Augusta, Georgia.

**Mountain resort** property. City more than 25,000 population. Exceptional terms to qualified broadcaster. Principals only. Complete consultation facilities available in both Oklahoma and Texas. Ralph Erwin. Broker. Box 811. Tulsa.

## FOR SALE

*Equipment*

**Several used** magnecorders. Also one adapted for "lip-sync" with less than thirty hours use. Box 786C, B•T.

**688' guyed** 40 lb. windload tv tower complete with "A5" lighting, ladder and guys. National Steel Erectors Corp., P.O. Box 1612, Muskogee, Oklahoma.

## WANTED TO BUY

*Stations*

**All or control** of radio station in 12,000-30,000 southern town, Florida preferred. Or will pool finances with successful manager or operator to buy station or CP. Answers confidential. References exchanged. Box 378C, B•T.

**Wanted to buy** radio station in California. Veteran eastern broadcaster now disposing of interests on east coast plans trip to California latter part of October to look at properties. Will be glad to sit down with you and discuss your station confidentially. Send all replies to Box 741C, B•T.

**Will buy or** lease N.E. station, prefer Penna., New York. Reasonable cash. Confidential. Box 799C, B•T.

**Two operator**-owners desire medium or small market station. Any location for good potential. Box 822C, B•T.

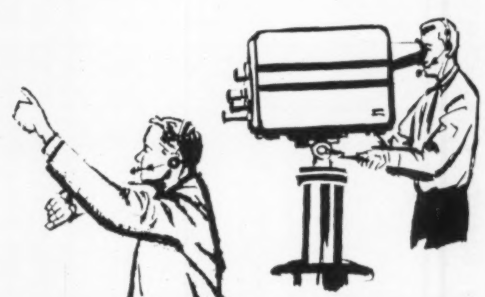
**Have $15,000** and 16 years experience to invest in western station or will lease and bring outstanding commercial manager-salesman. Confidential. Box 825C, B•T.

BE WI$E—PERSONNEL-WI$E

$AVE BOTH DOLLAR$ AND VALUABLE TIME

NORTHWEST
RADIO & TELEVISION
SCHOOL

TV PRODUCTION PEOPLE TRAINED BY NORTHWEST WILL SAVE YOU BOTH DOLLARS AND VALUABLE TIME BECAUSE THEY HAVE BEEN THOROUGHLY TRAINED IN **ALL** PHASES OF PRACTICAL TELEVISION PRODUCTION WORK BY PROFESSIONALS CURRENTLY WORKING IN TV BROADCASTING. AND, THEY WILL SAVE YOU ADDITIONAL MONEY AND HOURS BECAUSE THEY ARE NOT INFLEXIBLY SET IN THE WAYS OF ONE PARTICULAR STATION'S OPERATIONAL PROCEDURE. INSTEAD, THEY ARE COMPLETELY RECEPTIVE TO AND EAGER TO LEARN **YOUR** STATION'S WAY OF DOING THINGS. THEY WILL LEARN RAPIDLY TOO, BECAUSE IN ADDITION TO BEING TRAINED IN **ALL** PHASES OF TV, THEY HAVE AMBITION AND A BURNING DESIRE TO PROVE THEMSELVES IN THE TELEVISION FIELD. FOR IMMEDIATE HELP WITH YOUR TV PERSONNEL NEEDS, REGARDLESS OF WHAT SECTION OF THE COUNTRY YOU ARE IN, WRITE, WIRE, OR CALL **COLLECT**, **JOHN BIRREL**, CA 3-7246



NORTHWEST RADIO & TELEVISION SCHOOL

1221 N. W. 21ST AVE. • PORTLAND 9, OREGON

WITH SCHOOLS IN

HOLLYWOOD • PORTLAND • CHICAGO • WASHINGTON, D. C.

## WANTED TO BUY

### *Equipment*

**Urgently need** one complete 900 mc studio transmitter link complete with antennas. Prefer good used equipment. Box 321C, B•T.

**Wanted:** 2- or 3-camera remote unit, preferably with audio-video microlink, on following condition: tv station to lease unit on pay-as-use basis, with option to buy. Good possibility for dormant unit to make money, since leasee in remote-conscious market. Write Box 792C, B•T.

**Wanted:** FCC approved am modulation monitor, need not presently be in operating condition if reparable. Box 798C, B•T.

**Wanted:** Used video grating generator, write Evans, KLIX-TV, Twin Falls, Idaho.

**Transmission line** 1⅝", 51.5 ohm, 100-120 feet plus two 90 degree elbows. Advise details, price, fittings available, etc. KRSN, Los Alamos, N. M.

## INSTRUCTION

**FCC license training**—correspondence or residence. Resident classes held in Hollywood and Washington. New classes begin Sept. 26 and October 3. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-N, 737 11th Street, N.W., Washington, D.C.

**FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W. 21st Street, Portland 9, Oregon.**

## RADIO

### Help Wanted

### *Managerial*

**MANAGER**
**AUDIO SALES**

**Broadcast equipment manufacturer requires sales-minded audio engineer to head Audio Sales Department. This is a very important, high level, salaried position administering entire audio sales program. Includes sales liaison between customer and Engineering and Production Departments. Only occasional travel to assist field sales force.**
**Send full details with photo to Sales Manager, Gates Radio Company, Quincy, Illinois.**

### *Salesmen*

**EXPERIENCED TIME SALESMAN**

Excellent opportunity to make good money in Kansas City. If for any reason you want a connection in this fast growing community with old established local station, send complete information including snapshot. Must be sound, sober and solid. Permanent.

P.O. Box 2749, Kansas City, Missouri.

**SALES ENGINEER**

**Leading in AM broadcasting equipment field requires aggressive sales engineer to travel in Southeast territory. Preferance to be given to man now living in or familiar with radio stations in Florida and southern Georgia. This is a salaried position with increased remuneration for more sales.**
**Send full details with photo to Sales Manager, Gates Radio Company, Quincy, Illinois.**

## RADIO

### Help Wanted—(Cont'd)

### *Announcers*

**KONI Radio Station, Phoenix, Arizona, needs top gal disc-personality with office experience. Excellent opportunity. Details, photo, tape to box 1977, Phoenix, Arizona.**

**ANNOUNCER**

Veteran announcer-program director needed. Versatile delivery; working knowledge classical. At least five years radio experience. No beginner-DJ's. Top salary for right man. Permanent. Phone, wire, write (tape, photo, resume) Jack Rathbun, KSON, 630 F St., San Diego 1, California.

### *Programming-Production, Others*

**FARM SERVICE DIRECTOR FOR A DOMINATE MIDWEST RADIO STATION. APPLICANTS MUST HAVE ABILITY TO ANALYZE FARM PROBLEMS, MAKE PERSONAL APPEARANCES, MICROPHONE EXPERIENCE AND TECHNIQUES PLUS SINCERE INTEREST IN FARM RADIO WORK. APPLICANTS PLEASE REPLY WITH DETAILED INFORMATION c/o BURKE-STUART CO., 75 EAST WACKER DRIVE, CHICAGO, ILLINOIS.**

## TELEVISION

### Help Wanted

### *Programming-Production, Others*

**RADIO-TV DIRECTOR**

Advertising agency requires experienced man to head up Radio-TV and copy dept. of progressive Wash. D. C. 15 man agency. Must understand all phases of production, must write and direct hard selling copy with flair for unusual. Experienced in making radio transcriptions and TV commercials both live and film. Excellent opportunity. Write fully. Our staff knows of this opening. Box 829C, B•T.

### Situations Wanted

**Experienced Promotion Manager**

Prefer east of Mississippi VHF operation that is looking for an experienced man who can do an aggressive job. Married, veteran, young. Experienced in all phases of national and local promotion and publicity. Top contacts with all trade papers. Available immediately. Box 842C, B•T.

## TELEVISION

### Situations Wanted

### *Managerial*

**EXPERIENCE PAYS**

Nationally known General Manager of successful TV Station seeking new post. Good reasons for leaving present position. Can offer excellent management and sales record. Strong personal, national sales record. Good background of sound, practical management of TV stations in tough markets. For details contact

Box 806C, B•T

## FOR SALE

### *Equipment*

**FOR SALE**

Two Allied Recording Products Co. heavy duty transcription turntables, 16 inch; Two RCA 70-B transcription turntables, 16 inch; Two RCA pickup arms, equalizers and MI-4856-A heads for 70-B turntables, unmounted; One RCA 70-C transcription turntable, 16 inch, with equalizer and pickup arm less pickup head; One REK-O-KUT model G-2 transcription turntable, 16 inch; Six Radio Music pickup arms and five Radio Music pickup heads, less equalizers; One Fairchild Model #199 record/playback turntable, 16 inch with overhead mechanism and type #214 crystal cutter head, pickup arm only and spare gear box; Three Altec preamplifiers type 420; One Altec monitor amplifier type 126; One Stancil-Hoffman model M5A minitape tape recorder with batteries and battery charger, less earphone and microphone; Two Shure cardioid microphones, model 556A; Two RCA KB2A microphones; One table top microphone boom; One complete disc recording system, including two REK-O-KUT Model "V" 16 inch heavy duty turntables, two Model M-5 REK-O-KUT Master Pro overhead mechanism, two presto type 1C cutter heads, 50 watt Presto recording amplifier, two cutter needles, and one VU meter. Contact Virgil Duncan, WRAL, Raleigh, N. C.

**TOWERS**
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

**NOTICE**

**A nationally known country recording star is available to join TV or radio station for country music DJ work, live shows also interested in starting a Saturday night jamboree type show.**

785C, B • T

(Continued from page 218)

games outside of regular hours dismissed. Such temporary authorization is contrary to rules. Action Sept. 8; announced Sept. 8.

**WPFP Park Falls, Wis.**—Application for renewal of license returned because of wrong name. Action Sept. 9.

**Buffalo, Wyo., Northern Wyoming Bcstg. Corp.**—Application for new am station on 1450 kc with 250 w, unlimited, returned because stock agreement was dated after verification. Action Sept. 9.

### APPLICATIONS

**KIEM Eureka, Calif.**—Seeks cp to change frequency from 1480 kc to 930 kc; change power from 5 kw day and night to 5 kw day, 1 kw night, and change from DA-1 to DA-2. Filed Sept. 13.

**WMAX Grand Rapids, Mich.**—Seeks cp to increase power from 500 w to 1 kw. Filed Sept. 9.

**WKPA New Kensington, Pa.**—Seeks mod. of license to change station location from New Kensington to New Kensington-Tarentum. Filed Sept. 13.

**WOIC Columbus, S. C.**—Seeks cp to increase power from 1 kw to 5 kw.

**WRAP Norfolk, Va.**—Seeks cp to increase power from 1 kw unlimited to 1 kw night, 10 kw day, and make changes in daytime directional antenna system. Filed Sept. 9.

**WRAS Spencer, W. Va.**—Granted request for cancellation of cp for new am station and remote control operation and deletion of call letters. Action Sept. 8.

**WEMP Milwauke**—Application for renewal of license returned (notary seal omitted).

## New Fm Stations . . .

### ACTIONS BY FCC

**Los Angeles, Calif.—Planned Music Inc.** granted 105.9 mc, 17 kw unl. Post office address 135 S. Kenwood, Glendale, Calif. Estimated construction cost $15,500, first year operating cost $10,000, revenue $15,000. Principals include Pres. **Elias Schwartz** (45%), 45% owner Television Craftsmen Corp. (tv receiver installation and service and background music service under name of Music Craftsmen); Sec. **William Scott** (45%), 45% owner Television Craftsmen Corp., and **Robert V. Gibson** (10%), attorney. Granted Sept. 8.

**Indianapolis, Ind.—Williams Fm Service** granted 95.5 mc, 15 kw unl. Post office address 7401 E. 14th St., Indianapolis. Estimated construction cost $7,500, first year operating cost $12,000, revenue $18,000. Principals are Pres. **Martin R. Williams Sr.** (55%), consulting radio engineer; **Elizabeth J. Williams** (25%), housewife; **Martin R. Williams Jr.** (10%), U. S. Coast Guard, and **Etta Clare Williams** (10%), housewife. Granted Sept. 8.

**Amherst, Mass.—Amherst College** granted 88.1 mc, 10 w. Post office address Mr. J. Alfred Guest, Amherst College, Amherst. Estimated construction cost $3,885, first year operating cost $3,000, revenue none. Granted Sept. 8.

## Existing Fm Stations . . .

### APPLICATIONS

**KCMS-FM Manitou Springs, Colo.**—Seeks cp to change trans. location to 1502 Manitou Blvd.; ERP to 1 kw; ant. height above average terrain 846 ft., and operation by remote control.

**WMUZ (FM) Detroit, Mich.**—Seeks mod. of cp which authorized a new fm bcstg. station to change ERP to 20 kw, ant. ht. above average terr.; 200 ft. and trans. loc. to 15551 Woodrow Wilson ave.

**WLOE-FM Leaksville, N. C.**—Application for mod. of cp returned. Frequency requested not available.

## Ownership Changes . . .

### ACTIONS BY FCC

**WANA Anniston, Ala.; WETO Gadsden, Ala.; WMOZ Mobile, Ala.**—Granted assignment from equal partnership of Edwin H. Estes and C. L. Graham so Mr. Graham tr/as Anniston Radio Co. and Gadsden Radio Co. will own 100% of **WANA** and **WETO**. Mr. Estes will own all of **WMOZ**. No consideration is involved. Action Sept. 8.

**WPFH (TV) Wilmington, Del.**—Granted assignment of cp and license from WDEL Inc. to Paul F. Harron and assignment of cp and license from Paul F. Harron to WPFH Bcstg Co. Corporate change; no change in control. Granted Sept. 7; announced Sept. 8.

**WTIM Taylorville, Ill.**—Granted assignment of license to Keith Moyer tr/as Moyer Bcstg. Co. for $60,000. Mr. Moyer is 55% owner **WBBA Pittsfield, Ill.** Granted Sept. 7; announced Sept. 8.

**WSHB Stillwater, Minn.**—Granted acquisition of 75% interest by Richard Power and others for $37,000. Applicant Power owns 25% of **WSHB** and another principal, Oscar Lemme, is 25% owner **KLTF Little Falls, Minn.** Granted Sept. 7; announced Sept. 8.

**WJNC Jacksonville, N. C.**—Granted assignment of license to Onslow Bcstg. Corp. for $82,000. Principals are Mr. and Mrs. Robert P. Mendelson and Eileen E. Shuebruk. The Mendolsons have advertising and programming backgrounds. None of principals has broadcast holdings. Granted Sept. 7; announced Sept. 8.

### APPLICATIONS

**WWPG-AM-FM Palm Beach, Fla.—Palm Beach Bcstg. Corp.** seeks voluntary assignment of license to Palm Beach Radio Inc. No consideration involved. Palm Beach Radio is sole owner of stations. Filed Sept. 9.

**WNRI Woonsocket, R. I.**—Seeks involuntary assignment of license to John F. Doris, receiver. Station is in hands of receiver to be sold because of conflict between principals: **Joseph A. Britto** (25%), **John T. Costa** (25%), **Jack C. Salera** (35%) and **Roger A. Nault** (13%). Filed Sept. 9.

**KDLO-TV Florence, S. D.**—Seeks mod. of cp to change corporate name from The Hills Bcstg. Co. to Triple-City Bcstg. Co.

**WMTS Murfreesboro, Tenn.—Arthur D. Smith Jr. and T. J. Motlow d/b as Murfreesboro Bcstg. Co.** seeks voluntary assignment of license to Arthur D. Smith Jr. for $13,000. Mr. Motlow owns 40% and Mr. Smith 60%. Filed Sept. 9.

**KSEL Lubbock, Tex.**—Seeks voluntary relinquishment of control by Walter G. Russell through issuance of 25,000 shares of authorized but unissued stock to M. M. Rochester. After consummation, Mr. Russell, 59.09% owner, will own 47.27% and Mr. Rochester's holdings increase from 5.45% to 23.63%. Other owner, Walter L. Hull, will own 29.09%. Filed Sept. 9.

**Allen B. DuMont Labs**—Seeks assignment of licenses of **WABD (TV) New York** and **WTTG (TV) Washington** to wholly owned subsidiary DuMont Bcstg. Corp. No change in control or management of stations. Filed Sept. 2.

### OTHER ACTIONS

Commission finalized July 29 proposal and amended fm allocation table by deleting ch. 279 (103.7 mc) from Philadelphia, effective immediately, to facilitate consideration of application of **Princeton Bcstg. Service Inc.** for new Class A fm station in Princeton, N. J., on ch. 280 (103.9 mc). Action Sept. 8; announced Sept. 8.

Comments called for by Oct. 14 to rule-making proposal by **WGR-TV Buffalo, N. Y.**, that ch. 26 be assigned to Shinglehouse, Pa., and that ch. 37 be shifted from Meadville, Pa., to Clymer, N. Y., and to replace ch. 37 at Meadville with ch. 62. Announced Sept. 8.

## Routine Roundup . . .

### September 8 Decisions

Following stations were granted renewal of license on regular basis: **WFUM Flint, Mich.; WIBB Macon, Ga.; WKIN Kingsport, Tenn.; WIVK Knoxville, Tenn.; WJAK Jackson, Tenn.; WBGU Bowling Green, Ohio; WBOE Cleveland, Ohio; WHPR Highland Park, Mich.; WKAR-FM East Lansing, Mich.; WMUB Oxford, Ohio; WABJ Adrian, Mich.; WADC Akron, Ohio; WAKR Akron, Ohio; WALM Albion, Mich; WATC Gaylord, Mich; WATH Athens, Ohio; WATT Cadillac, Mich.; WATZ Alpena, Mich; WBBC Flint, Mich.; WBBW Youngstown, Ohio; WBCK Battle Creek, Mich.; WBCM-AM-FM Bay City, Mich.; WBEX Chillicothe, Ohio; WBLY Springfield, Ohio; WBNS Columbus, Ohio; WCHO Washington Court House, Ohio; WATG-AM-FM Ashland, Ohio; WCIN Cincinnati, Ohio; WCLT-AM-FM Newark, Ohio; WCMW Canton, Ohio; WCPO-AM-FM Cincinnati, Ohio; WDET-FM Detroit, Mich.; WDMJ Marquette, Mich.; WELL Battle Creek, Mich; WEOL-AM-FM Elyria, Ohio; WEXL Royal Oak, Mich.; WFAH Alliance, Ohio; WFDF Flint, Mich.; WFIN Findlay, Ohio; WFMJ Youngstown, Ohio; WFUR Grand Rapids, Mich.; WFYC Alma, Mich.; WGAR Cleveland, Ohio; WGRD Grand Rapids, Mich.; WGAR-FM Cleveland, Ohio; WHAK Rogers City, Mich.; WHBC-AM-FM Canton, Ohio; WHFB-AM-FM Benton Harbor, Mich.; WHGR Houghton Lake, Mich.; WHIO-AM-FM Dayton, Ohio; WHK-AM-FM Cleveland, Ohio; WHRV Ann Arbor, Mich.; WHTC Holland, Mich.; WIBM Jackson, Mich.; WIKB Iron River, Mich.; WILE Cambridge, Ohio; WILS Lansing, Mich.; WIMA-AM-FM Lima, Ohio.; WION Ionia, Mich.; WIRO Ironton, Ohio; WIZE Springfield, Ohio; WJEF-AM-FM Grand Rapids, Mich.; WJEH Gallipolis, Ohio; WJER Dover, Ohio; WJIM Lansing, Mich.; WJMS Ironwood, Mich.; WJR-AM-FM Detroit, Mich.; WJW-AM-FM Cleveland, Ohio; WKAR East Lansing, Mich.; WKBZ Muskegon, Mich.; WKHM Jackson, Mich.; WKLA Ludington, Mich.; WKMF Flint, Mich.; WKMH-AM-FM Dearborn, Mich.; WKMI Kalamazoo, Mich.; WKNK Muskegon, Mich.; WKNX Saginaw, Mich.; WKOV Wellston, Ohio; WKRC-FM Cincinnati, Ohio; WKZO Kalamazoo, Mich.; WLAV-AM-FM Grand Rapids, Mich.; WLDM Oak Park, Mich.; WLEC Sandusky, Ohio; WLEW Bad Axe, Mich.; WLMJ Jackson, Ohio; WLW Cincinnati, Ohio; WMAN Mansfield, Ohio; WMAW Menominee, Mich.; WMBN Petoskey, Mich.; WMDN Midland, Mich.; WMIQ Iron Mountain, Mich.; WMOA Marietta, Ohio; WMOH Hamilton, Ohio; WMPC Lapeer, Mich.; WMRN-AM-FM Marion, Ohio; WMTE Manistee, Mich.; WMUS Muskegon, Mich.; WMVO-AM-FM Mount Vernon, Ohio; WNXT Portsmouth, Ohio; WOAP Owosso, Mich.; WOHI East Liverpool, Ohio; WOHO Toledo, Ohio; WOHP Bellefontaine, Ohio; WOMC-FM Royal Oak, Mich.; WONW Defiance, Ohio; WOOD Grand Rapids, Mich.; WOSU Columbus, Ohio; WPFB Middletown, Ohio; WPKO Waverly, Ohio; WPON Pontiac, Mich.; WRFD Worthington, Ohio; WSAI Cincinnati, Ohio; WSAM-AM-FM Saginaw, Mich.; WSGW Saginaw, Mich.; WSPD-AM-FM Toledo, Ohio; WSTR-AM-FM Sturgis, Mich.; WSTV-AM-FM Steubenville, Ohio; WTAC Flint, Mich.; WTCM Traverse City, Mich.; WTNS Coshocton, Ohio; WTOL-AM-FM Toledo, Ohio; WTRX Bellaire, Ohio; WTVB-AM-FM Coldwater, Mich.; WVKO-AM-FM Columbus, Ohio; WWBG Bowling Green, Ohio; WWJ-AM-FM Detroit, Mich.; WWST-AM-FM Wooster, Ohio; WXYZ-AM-FM Detroit, Mich.; WICA Ashtabula, Ohio; WFAH-FM Alliance, Ohio; WFIN-FM Findlay, Ohio.**

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## September 9 Applications

### TENDERED FOR FILING

**Remote Control Transmitter**

**KALB Alexandria, La.; WTOW Towson, Md.; WMAG Forest, Miss.; KFNW Fargo, N. D.**

### ACCEPTED FOR FILING

**Subsidiary Communications Authorization**

**KTYL-FM Mesa, Ariz.; WSEL Chicago; WNAV-FM Annapolis, Md.**

**Remote Control**

**KALB-FM, Alexander, La.**

**License Renewal**

**WTRX-FM Bellaire, Ohio.**

**Modification of Cp**

**KERO-TV Bakersfield, Calif.**—Mod. of cp to extend completion date to 3-4-56.

**KVTV (TV) Sioux City, Iowa.**—Mod. of cp to extend completion date to 12-15-55.

**KOB-TV Albuquerque, N. M.**—License to cover cp which authorized changes in facilities of existing tv station.

**KPTV (TV) Portland, Ore.**—Mod. of cp to extend completion date to 4-5-56.

## September 12 Decisions

### ACTIONS ON MOTIONS

**By Acting Chief Hearing Examiner Fanney N. Litvin**

**Walter N. Nelskog, Everett, Wash.; Skagit Bcstg. Co., Anacortes, Wash.**—Granted Nelskog petition for dismissal of his am application; application was dismissed without prejudice; removed from hearing docket and returned to the processing line Skagit application. Action Sept. 7.

**By Hearing Examiner Basil P. Cooper**

Scheduled prehearing conference re am applications of **Robert E. Bollinger, Mercury Bcstg. Co. (KLIQ), Capstaff Bcstg. Co., Oregon, Ltd.,** all Portland, Ore., for cp's and renewal of license. Action Sept. 8.

**By Hearing Examiner Herbert Sharfman**

**Broadcast Bureau**—Granted petition for extension of time from Sept. 8 to Sept. 15 to file proposed findings of fact and conclusions re tv application of **WJRT (TV) Flint, Mich.,** for mod. of cp (ch. 12). Action Sept. 7.

**McCatchy Bcstg. Co., Modesto, Calif.**—Granted petition for leave to amend its applications for assignment of broadcast license for station **KBOX** and remote pickup license KA-8652, to include a new statement of program proposals, supplemental agreement between Stanislaus County Bcstrs., Inc. (assignor) and McCatchy (assignee), and certin current information regarding McClatchy broadcast interests. Action Sept. 7.

### ACTION IN DOCKET CASES

Commission granted application of The Jet Bcstg. Co. to change facilities of **WJET Erie, Pa.,** from 1570 kc to 1400 kc, and hours of operation from daytime only to unlimited time, with power of 250 watts. Action Sept. 8; announced Sept. 12.

Commission amended its June 22 order designating for consolidated hearing applications of Taylor Bcstg. Co., Colorado Springs, Colo., and Garden of the Gods Bcstg. Co., Manitou Springs, Colo., for new am stations (1460 kc), to specify that the hearing will be held in Washington, D. C., instead of Manitou Springs. Action Sept. 12. Announced Sept. 12.

## September 13 Applications

### ACCEPTED FOR FILING

**WEOA Evansville, Ind.**—Mod. of license to change studio location and remote control point, amended to request remote control operation of trans. during daytime hours only.

**Booth Radio & Tv Stations Inc., Lansing, Mich.**—Cp for new am station on 1390 with 500 w and daytime hours of operation, amended to make changes in antenna system (reduce in height).

**Wolf Point Bcstg. Co., Wolf Point, Mont.**—Cp for new am station on 1450 kc with 250 w and unlimited hours of operation, amended to change frequency to 1490 kc.

**WEAV Plattsburg, N. Y.**—Cp to increase power from 1 kw day and night to 5 kw day and night; install new transmitter; change antenna-transmitter location from Plattsburg, N. Y. to Peru, N. Y., and make changes in DA system, amended to make changes in DA pattern.

**Connie B. Gay, Warrenton, Va.**—Cp for new am station on 1420 kc with 5 kw day, amended to change frequency to 1250 kc with 1 kw.

**KLAN Renton, Wash.**—Cp to change frequency from 1230 kc to 910 kc; change hours of operation to unlimited using power of 1 kw night and day; install new transmitter and DA-2, amended to change transmitter location; change from DA-2 to DA-1 and make changes in DA system.

### REMOTE CONTROL

**KFH Wichita, Kan., KSIG Crowley, La.**

**KOAM-TV Pittsburg, Kan.**—License to cover cp which authorized a new tv station.

## September 14 Decisions

### ACTIONS ON MOTIONS

**By Acting Chief Hearing Examiner Fanney N. Litvin**

**Broadcast Bureau**—Granted petition for continuance without date until further order the hearing scheduled for Sept. 14, re am applications of Henryetta Radio Co. and Henryetta Bcstg. Co., both Henryetta, Okla. Action Sept. 9.

**By Hearing Examiner Herbert Sharfman**

Continued indefinitely hearing now scheduled for Oct. 5 in matter of Order to Show Cause why license for **KSDA Redding, Calif.,** should not be revoked. Action Sept. 12.

### BROADCAST ACTIONS BY THE BROADCAST BUREAU

**Actions of Sept. 9**

Following granted requests for cancellation of fm licenses: **KRNT-FM Des Moines, Iowa; WEVA-FM Emporia, Va.; WLEU-FM Erie, Pa.**

**KBAB El Cajon, Calif.**—Granted license for am station.

**WHBS Huntsville, Ala.**—Granted license covering change from employing DA day and night to DA for night use only; condition.

**KFDX-TV Wichita Falls, Tex.**—Granted cp to change ERP to 100 kw visual, 70 kw aural, make minor antenna and equipment changes; antenna 500 ft.

**WLBK—DeKalb, Ill.**—Granted cp to change transmitter and studio location and delete remote control operation.

**WNBF-TV Binghamton, N. Y.**—Granted extension of completion date to 4-8-56.

Following stations granted authority to operate transmitters by remote control:

**KSIG Crowley, La.; KFH Wichita, Kans.,** while using nondirectional antenna.

**Actions of Sept. 8**

**WJUN Mexico, Pa.**—Granted license for am station.

**WRGS Rogersville, Tenn.**—Granted license covering installation of new trans.

**WFIG Sumter, S. C.**—Granted license covering change from directional antenna night and day to directional antenna night only.

**WNAM Neenah, Wis.**—Granted cp to decrease height of center tower by removing uhf antenna; conditions.

**KTEN (TV) Ada, Oklahoma**—Granted mod. of cp to change studio location and for waiver of Sect. 3.613 of Commission's rules.

**WRGB (TV) (Main & Aux.) Schenectady, N. Y.**—Granted mod. of licenses to change main studio location to 1400 Balltown Rd., Niskayuna, N. Y., and for waiver of Sect. 3.613 of the Commission's rules (BMLCT-29).

Following granted extensions of completion dates as shown: **KVTV (TV) Sioux City, Iowa,** 3-25-56; **KQED (TV) Berkeley, Calif.,** to 3-22-56; **KPTV (TV) Portland, Ore.,** to 4-5-56; **KERO-TV Bakersfield, Calif.,** to 4-5-56; **WTLF (TV) Baltimore, Md.,** to 1-16-56.

Following granted authority to operate transmitters by remote control: **WTOW Towson, Md.; KFH-FM Wichita, Kan.**

**Actions of Sept. 7**

Following granted extension of completion date as shown: **KVVG (TV) Tulare, Calif.,** to 4-1-56.

Following granted authority to operate transmitters by remote control:

**KALB Alexandria, La.,** while using nondirectional antenna; **KFNW Fargo, N. Dak.; WIBA Madison, Wis.,** while using nondirectional antenna; **KUBC Montrose, Colo.,** while using nondirectional antenna; **WMAG Forest, Miss.**

**Actions of Sept. 6**

Following stations were granted authority to operate transmitters by remote control:

**KALB-FM Alexandria, La.; WAOV Vincennes, Ind.**

Following granted extensions of completion dates as shown: **WFBC-TV Greenville, S. C.,** to 3-29-56; **WUTV (TV) San Juan, P. R.,** to 4-2-56.

**Action of Sept. 2**

**KNTV (TV) San Jose, Calif.**—Granted STA to operate commercially on ch. 11 for period ending Dec. 15, 1955.

**Action of Sept. 1**

**KXOL Fort Worth, Tex.**—Granted authority to operate trans. by remote control from 3004 W. Lancaster St., Fort Worth, while using nondirectional antenna.

## September 14 Applications

### ACCEPTED FOR FILING

**WKLE Washington, Ga.**—License to cover Cp which authorized new am station.

**WCHJ Brookhaven, Miss.**—License to cover cp which authorized a new am station resubmitted.

### REMOTE CONTROL

**WQXI Atlanta, Ga.; WBAC Cleveland, Tenn.; WBEJ Elizabethton, Tenn.**

### RENEWAL OF LICENSE

**WAAF Chicago; WFRX West Frankford, Ill.**

**WLET-FM Toccoa, Ga.**—License to cover cp.

**KFH-FM Wichita, Kan.**—Operation by remote control.

**KRDG Redding, Calif.**—Cp to replace expired cp which authorized a new am station on 1230 kc with 250 w unlimited.

**KUBC Montrose, Colorado**—Cp to increase power from 500 w night and 1 kw day to 1 k night and 5 kw day; make change in nighttime directional antenna system.

**WLEY-FM Elmwood Park, Ill.**—Seeks subsidiary communications authorization and license to cover cp.

**WTAD-FM Quincy, Ill.**—Seeks renewal of license.

**WGCM Gulfport, Miss.**—Seeks subsidiary communications authorization.

**WTMA-FM Charleston, S. C.**—Seeks license to cover cp.

**WATV (TV) Newark, N. J.**—Mod. of cp for extension completion date to 3-15-56.

**American Broadcasting—Paramount Theatres, Inc., New York, N. Y.**—Informal application tendered to supply tv programs broadcast in the U. S. to Canadian station **CJLH-TV.**

## UPCOMING

### SEPTEMBER

Sept. 18-24: National Radio & Television Week.
Sept. 19: RAB Clinic, Tampa, Fla.
Sept. 20: RAB Clinic, Birmingham, Ala.
Sept. 21: RAB Clinic, Baton Rouge, La.
Sept. 22: RAB Clinic, Knoxville, Tenn.
Sept. 23: New York State Assn. of Radio-Tv Broadcasters, Saranac Lake, N. Y.
Sept. 23: RAB Clinic, Charleston, W. Va.
Sept. 23-24: IRE Professional Group on Broadcasting Transmission Systems, Hamilton Hotel, Washington.
Sept. 26-29: Meeting of CBC tv-affiliated stations, Ottawa.
Sept. 29-Oct. 1: Tenth Dist. AFA Convention, Oklahoma City, Okla.
Sept. 30-Oct. 2: High Fidelity Show, Palmer House, Chicago.

### NARTB Regional Meetings

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|---|---|---|
| **Region 4 (Dist. 7, 8, 9, Ky., Ohio, Ind., Mich., Ill., Wis.)** | Sept. 19-21 | **Edgewater Beach Hotel, Chicago** |
| **Region 1 (Dist. 1, 2,** New England states, **N. Y., N. J.)** | Sept. 22-24 | Saranac Lake N. Y. |
| **Region 3 (Dist. 5, 6, Fla., Ga., Ala., Miss., La., Ark., Tenn., Puerto Rico)** | Sept. 28-30 | **St. Charles Hotel,** New Orleans |

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## editorials

### The Real Story

IT DOES not require a footnote from us to emphasize that the considerable discussion of radio on preceding pages should, in the main, cheer anybody who cares about radio.

The story of radio in 1955 is not a fairy tale replete with fateful showers of gold and unrealistic expectations. It is a story of an enterprise which has faced up to a crisis and has met it well.

As will happen in any business, there will be other crises to confront radio. It is not unreasonable to believe, however, that broadcasting will be better equipped to handle them, now that it has endured one so severe.

### Promising Precedent

LAST December the nation's broadcasters, responding to a B•T poll, voted overwhelmingly for fewer industry meetings and for separate meetings for radio and television.

The 1955 series of NARTB regional conventions which begins today in Chicago is, in a sense, an answer to the broadcasters' wishes. It represents fewer meetings (eight regionals instead of the 17 districts that used to be held) and a division of radio and television sessions which will enable radio-only and television-only broadcasters to skip the pow-wows in the other camp. Each of the three-day conventions will begin with a radio day, have a joint radio-tv day in the middle, and end with a television day.

The net saving in reducing the number of meetings from 17 to eight will accrue more to the NARTB executives than to members, although indirectly the members will benefit too. This year the association executives will not have to spend nearly as much time away from their primary jobs at headquarters as they have in the past. That should mean that NARTB members will be getting more for their money in increased efficiency and productivity in Washington.

More direct savings could accrue to broadcasters if other organizations to which they belong followed the NARTB's example. Altogether there are too many meetings in the broadcast field. While there is much that broadcasters can learn from occasionally meeting with their fellows, there is a point of diminishing return which probably has been passed. A general effort to cut the number of meetings would in turn cut travel costs and give broadcasters more time to run their stations.

### Mismatch

TWO big customers of radio and television have, within the past three weeks, called for better research in broadcasting.

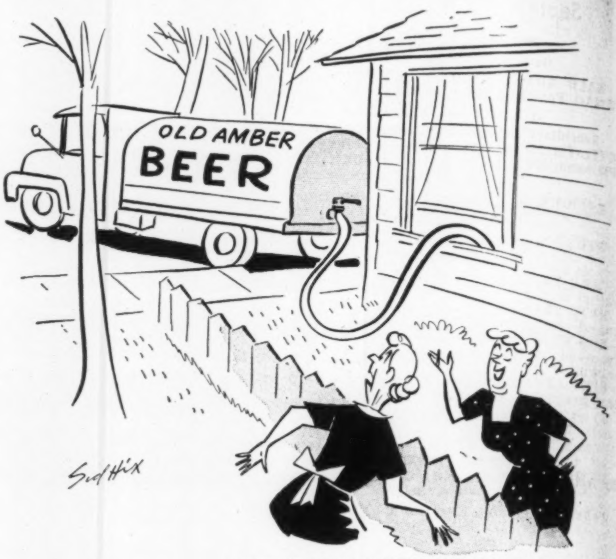
Early this month Larry Nolte, advertising manager of the White King Soap Co., said that within recent years his company—a major west coast business—had put $25 million in radio and television advertising "and we don't know what we got." What Mr. Nolte asked for was a uniform rating standard comparable to the Audit Bureau of Circulations used in print media [B•T, Sept. 5].

In an exclusive interview in this issue, Peter G. Levathes, vice president and director of media relations of Young & Rubicam, comes out for guaranteed circulation in radio. Mr. Levathes wants radio to create a sliding scale of rates "so that the purchaser would pay in accordance with the audience reached."

Both of these men must be listened to because of their status as important customers of radio and television. It does not follow, however, that they must be heeded without question. Both say they want from broadcasting a measurement service comparable to ABC. If we may respectfully disagree, they want nothing of the kind.

The ABC measurement is simple. It only reports how many copies of a given publication reach subscribers (or purchasers of individual copies). It does not attempt to report whether any of those subscribers reads the publication or even sees it. It certainly does not attempt to find out how many subscribers see any given part of the publication.

As the Daniel Starch studies of readership conclusively prove, the mere delivery of a consumer publication does not guarantee that any part of it is read. Indeed, the best read advertisement in any consumer publication is seen by an astonishingly small percentage of the people who are counted in the ABC reports.



Drawn for BROADCASTING • TELECASTING by Sid Hi

*"If he likes their radio program, my husband is a pushover for the sponsors' product."*

When an advertiser buys an ad in a publication, he pays a rate based on total circulation of that publication. He has no assurance that his message will be read or even noted by anything like the number of people represented in the total circulation count. The question it is difficult to answer is why advertisers should be satisfied to buy publication advertising at rates based on total circulation (without regard for actual numbers of exposures to their ads) and why they should demand from broadcasting a measurement that comes much closer than ABC to counting the people who actually come in contact with the commercial message.

Current rating systems, though differing in technique and, sad to say, results, have the common purpose of measuring the audience to given segments of the broadcast schedule comparing very roughly to a measurement of a part within a whole publication.

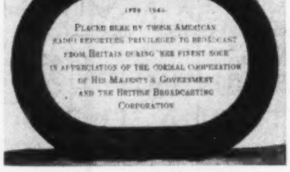
Broadcast ratings are closer to Starch than to ABC, yet are really close to neither. Starch boils the research down to a specific ad, ratings to a specific time segment. The adoption of either as a base upon which to fix rates would ridiculously short-change media.

We have done our share of criticizing the confusion that exists in radio and television research and are as eager as anyone to see some semblance of order introduced in the field.

But to hope for really comparable measurements of media as different as radio-tv and publications is to hope to breed a horse from the mating of a tiger and a gnu.

### More Than a Ceremony

IN World War II, Britain's darkest hours were among U. S. radio's brightest. American radio newsmen, broadcasting from the underground studios of the British Broadcasting Corp., added greatness to the records of journalism.


Placed here by those American
radio reporters privileged to broadcast
from Britain during "her finest hour"
in appreciation of the cordial cooperation
of His Majesty's Government
and the British Broadcasting
Corporation

The plaque pictured here will be hung in the BBC's Broadcasting House, London, Sept. 26 at ceremonies to be attended by high-ranking U. S. and British officials. It commemorates a high point in radio history, but more than that it affirms a fact that still holds true today—more than a decade after World War II—and promises to be true well into the future. That fact is that radio, of all the methods of communication, can cover news fastest and on the widest scale.

Sane men pray that there will be no more stories like the blitz, but if one should develop, radio would become even more important than it was in World War II. In the age of the hydrogen bomb, radio is the only means of warning and informing the public.

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